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THE

AMERICAN PERFUMER

AND ESSENTIAL OIL REVIEW • DECEMBER 1935

Established 1906

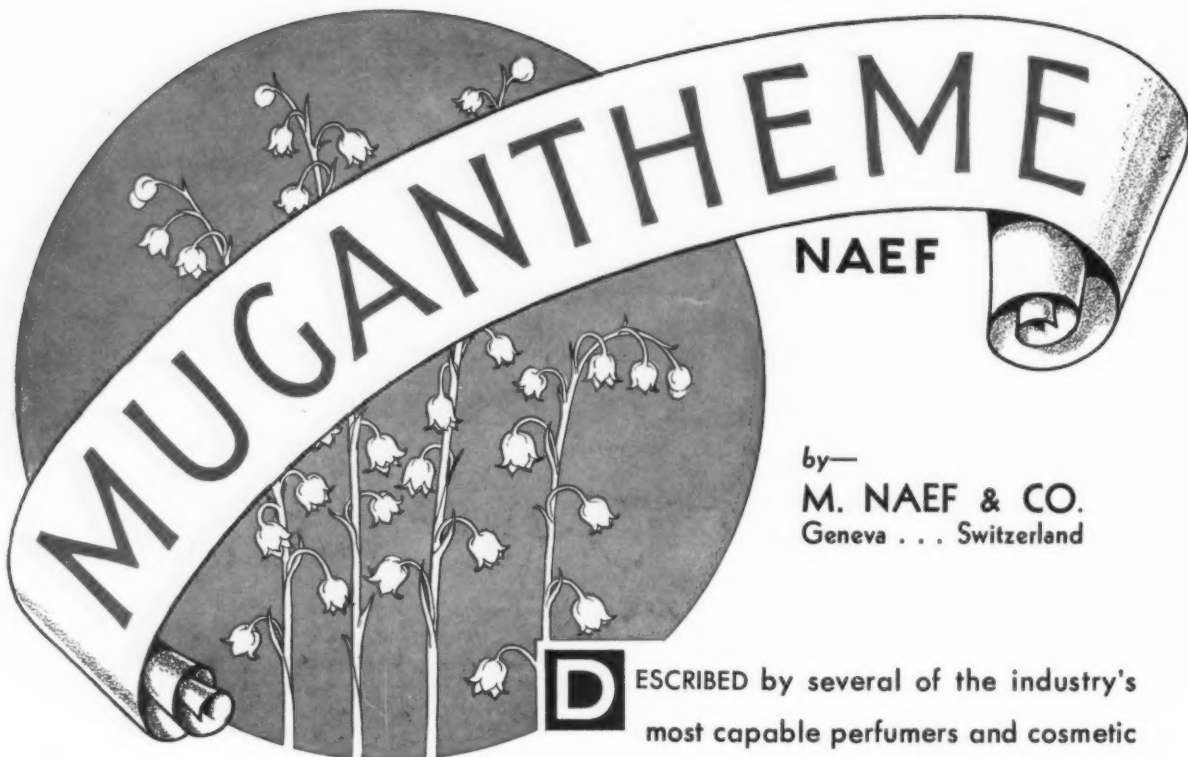
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See also page 9



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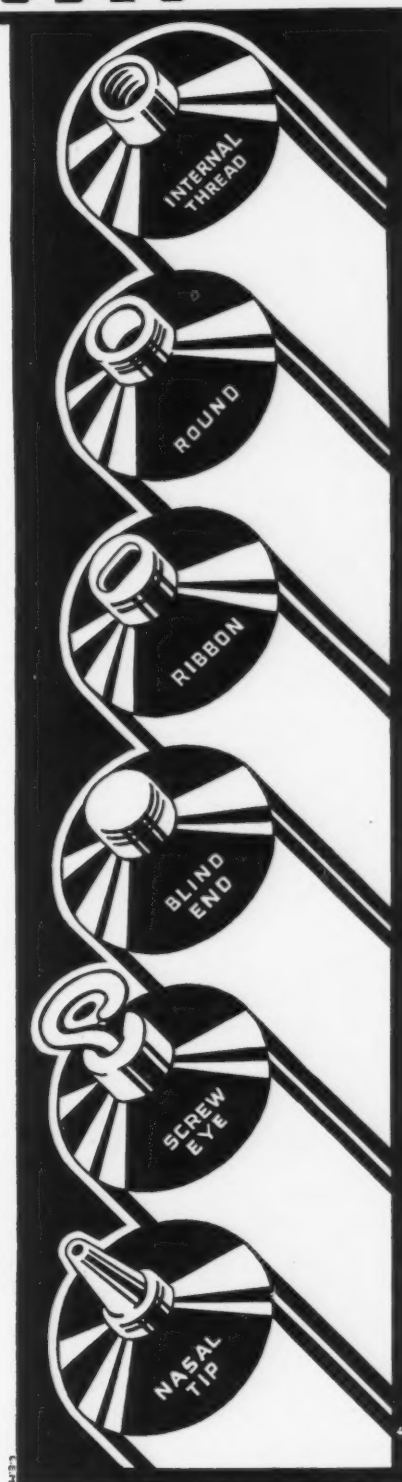
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Ammonium Carbonate, U. S. P., Powder, 1 lb. 40c., 5 lbs. @ 30c.
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Barium Sulphide, 1 lb. 80c.
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Beeswax, U. S. P., Yellow, pound cakes 5 lbs. @ 38c.
Bentonite, 5 lbs. @ 10c.
Benzocaine, U. S. P., 1 oz. 75c., 4 oz. for \$2.00.
Benzoic Acid, U. S. P., 1 lb. 80c.
Borax, U. S. P., powder, 5 lbs. @ 12c.
Boric Acid, U. S. P., powder, 5 lbs. @ 15c.
Bromo Acid, 1 oz. 50c., 4 oz. for \$1.50.
Butyl Stearate, ½ lb. 60c., 1 lb. \$1.00.
Camphor, U. S. P., powder, ¼ lb. 30c., 1 lb. 90c.
Carmine No. 40, 4 oz. for \$1.50.
Castor Oil (Tasteless & Odorless), 1 qt. 60c.
Caustic Potash, U. S. P., sticks, 1 lb. 55c., 5 lb. @ 50c.
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Cetyl Alcohol (Tech.), 1 lb. \$1.25.
Cholesterine, C. P., 1 oz. \$1.25.
Chlorophyll (oil soluble), 1 oz. 40c., 4 oz. \$1.30.
Chlorthymol, 1 oz. 75c., ¼ lb. \$2.50.
Citric Acid, U. S. P., 1 lb. 65c., 5 lbs. @ 60c.
Cocoa Butter (odorless), 1 lb. 55c., 5 lbs. @ 50c.
Cocunut Oil Ref. Edible, 1 lb. 35c., 5 lbs. @ 25c.
Colloidal Clay, 5 lbs. @ 15c.
Contralol (sunburn preventive), ¼ lb. \$2.00, 1 lb. \$6.00.
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For Face Powders:
Cosmetic Ochre R (for Rachele), 4 ounces 30c.
Cosmetic Sun Tan " " 30c.
Cosmetic Pink B (for Nat. & Peach) 1 oz. 30c.
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Light, Medium, Dark, Vivid, Raspberry, Poppy, per oz. 30c.
For Hair Preparations:
Hair Rinse Colors (12 shades available), per ¼ lb. \$1.50.
Wave-set Colors, 1 oz. 50c., ¼ lb. for \$1.25, 1 lb. \$3.50.
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Blue, Medium Brown, Dark Brown, Green, Violet, per oz. 30c., Black ¼ lb. for 50c.
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Ethyl Ether of Diethyleneglycol, per lb. \$1.00.
Ethylene Glycol, 1 lb. \$1.00.
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Glyceryl-Monostearate, per lb. \$1.00.
Glyceryl Mono-oleate, per lb. \$1.00.
Gum Arabic (Acacia) U. S. P., 5 lb. @ 35c.
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Gum Paragon (best for wave-sets), 1 lb. 50c., 10 lbs. @ 45c.
Gum Tragacanth Ribbon U. S. P., 1 lb. \$1.50.
Gum No. 17 (produces stringy wave-set) lb. \$1.00.
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Hydrogenated Oil, 1 lb. 35c., 5 lbs. @ 30c.
Indelible Pink Naturelle. (Indelible color, yellow cast), 1 oz. 50c.
¼ lb. \$1.50, 1 lb. \$5.00.
Infusorial Earth, white, 5 lbs. @ 15c.
Isopropyl Alcohol, ½ gal. for 75c., 1 gal. \$1.30.
Kaolin (white for face powder or beauty packs), 5 lbs. @ 10c.
Keratin, 1 oz. \$1.50, ¼ lb. \$5.00.
Lacquers for Nail polish, clear 1 gal. \$4.00, 5 gallon @ \$3.50.
Lactic Acid, U. S. P., 2 oz. 35c., ¼ lb. 50c.
Lanolin U. S. P. Anhy. nearly odorless, 5 lbs. @ 35c.
Lecithin, pure ¼ lb. for \$1.00.
Lecithin (80% in mineral oil), 2 oz. for 50c.
Magnesium Carbonate U. S. P. (white Henna), 5 lbs. @ 20c.
Magnesium Stearate, 1 lb. 40c.
Menthol U. S. P., 1 oz. 35c.
Methyl para-hydroxybenzoate, ¼ lb. \$1.00, 1 lb. \$3.50.
(Ethyl, Propyl and Benzyl esters also available, request quotations).
Mineral Oil (light for creams, etc.), 1 gallon \$1.00.
Oleic Acid, Pure, 1 lb. 40c., 5 lbs. @ 35c.
Oxy-Quinoline Sulphate, ¼ lb. \$1.75, ½ lb. \$3.25, 1 lb. \$6.00.
Ozokerite, genuine, 154 m. p., 1 lb. 80c.
Peanut Oil Refined, 1 qt. 60c.
Paraffin, 128-130 m. p., 5 lbs. @ 12c.
Paraformaldehyde, 1 lb. \$1.00, 5 lbs. @ 80c.
Petrolatum, best white U. S. P., 5 lbs. @ 25c.
Precipitated Chalk U. S. P., 5 lbs. @ 15c.
Quince seed Persian, 1 lb. \$1.50, 5 lbs. @ \$1.40.
Resorcin, U. S. P., 1 oz. 50c., ¼ lb. \$1.50, 1 lb. \$3.00.
Resorcinol Monoacetate, 1 oz. 75c., ¼ lb. \$2.00, 1 lb. \$7.00.
Rice Starch pure, 1 lb. 35c., 5 lbs. @ 30c.
Salicylic Acid, U. S. P., 1 oz. 25c., ¼ lb. 40c., 1 lb. 80c.
Saponine, ¼ lb. 60c.
Sesame Oil Refined, qt. 60c., gallon \$2.25.
Shampoo Base, (natural, opal, tar, mint or lemon) 5 lbs. @ 20c.
Sodium Benzoate U. S. P., 1 lb. 75c., ¼ lb. for 30c.
Sodium Cholate, 1 oz. 35c., ¼ lb. \$1.00, 1 lb. \$3.50.
Sodium Salicylate, U. S. P., 1 oz. 25c., ¼ lb. 40c., 1 lb. 85c.
Spermaceti U. S. P., 1 lb. 35c., 5 lbs. @ 32c.
Stearic Acid, T. P. (Saponified), 5 lbs. @ 25c.
Strontium Sulphide (nearly white), per lb. \$1.00.
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Sulphonated Olive Oil (clear), 1 qt. 60c., 1 gal. \$1.95. (Plus 10% tax)
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Sulphur Colloidal, ¼ lb. 60c., 1 lb. \$2.00, 5 lbs. @ \$1.50.
Talc, Italian Extra, 5 lbs. @ 15c.
Talc, Super R. F. R. (best obtainable), 5 lbs. @ 20c.
Tartaric Acid U. S. P., 1 lb. 60c.
Titanium Dioxide Pure, 1 lb. 50c., 5 lbs. @ 45c.
Triethanolamine, per lb. \$1.00.
Triethanolamine Oleate, 1 lb. \$1.00.
Triethanolamine Stearate (Anhydrous), lb. \$1.00.
Zinc Oxide U. S. P., 5 lbs. @ 23c., 1 lb. @ 30c.
Zinc Salicylate, 1 oz. 35c., ¼ lb. \$1.00, 1 lb. \$3.50.
Zinc Stearate U. S. P., 1 lb. 35c.
Zinc Sulpho Carbolate, U. S. P., 4 oz. 25c., ¼ lb. 50c., 1 lb. \$1.00.

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 No. 186 —44 M/M Fancy Bath Salt Cap
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 No. 200 —28 M/M Sifter Top Cap
 No. 0200 —28 M/M One Piece Cap
 No. 215 —19½ M/M Talcum Can Top
 No. 230 —13 M/M Screw Cap
 No. 232 —13 M/M Screw Cap
 No. 234 —10½ M/M Screw Cap
 No. 236 —19½ M/M Slip Cap

No. 238 —15 M/M Talcum Can Top
 No. 240 —14¾ M/M Square Slip Cap
 No. 249 —14½ M/M Screw Cap
 No. 250 —12 M/M x 23½ M/M
 Oval Slip Cap
 No. 251 —15 M/M Screw Cap
 No. 257 —12 M/M x 23½ M/M
 Oval Slip Cap
 No. 258 —40 M/M Bath Salt Cap
 No. 264 —20 M/M Screw Cap
 No. 267 —16 M/M Slip Cap
 No. 269 —44 M/M Bath Salt Cap
 No. 281 —11 M/M Slip Cap

No. 282*—24 M/M Screw Cap
 No. 291*—22 M/M Screw Cap
 No. 292 —28½ M/M Flask Cap
 No. 295 —13½ M/M Slip Cap
 No. 298*—38 M/M Talcum Cap,
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 No. 300*—18 M/M Screw Cap
 No. 317 —11 M/M Slotted Slip Cap
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These years have been replete with changes; manufacturing methods . . . personnel . . . marketing . . . all have passed through many transitions.

But *this* current holiday greeting remains as *warmly sincere* as it has *always been*, and so once again we express our *sincere appreciation* for the support so generously given us, and extend to our friends and to those whose friendship we seek to earn:

*Heartiest Wishes for a Merry Christmas
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HAVE you considered the sales value of a new, a fresh and an inviting odor to brighten up and give new life to your line of toilet preparations and soaps?

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AS prophesied in these pages in December 1934, the year just ending has marked the beginning of a new era for our factory in Seillans, France. During these past twelve months, its capacity has been doubled and its equipment replaced with the most modern, up-to-date facilities available.

The output of absolute floral extracts, concretes, etc., has been largely increased; but this period has witnessed particularly the production there of a number of essential oils indigenous to that richly fertile section of Southern France, in a degree of quality which has won the approval of every connoisseur who has had the opportunity of examining them. The following are the Seillans oils which are now moving into consuming channels:

Oil Angelica Seed and Root	Oil Myrrh
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Oil Estragon	Oil Orris Tenfold
Oil Hyssop	Oil Parsley
Oil Juniper Communis	Oil Patchouly
Oil Petitgrain Bigarade	Oil Sage Muscatel

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DURING this year we have established connections for handling what are considered to be the finest quality of distilled oils from the needles and cones of the several leading varieties of pine.

Achievement of the finest and most delightfully refreshing pine note is made possible through the use of one or more of these extra fine qualities.

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From the needles of the Silver Pine

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and a happy and
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Damascenol I.—approaches with remarkable fidelity the natural Bulgarian Otto Rose

Damascenol II.—a red rose of extra fine tone

Neorosal—a foundation for fine Rose compositions, with Red Rose shading

Nerol Rose—on the basis of

our specialty, Nerol Extra Pure — with deeper tonality

Rose Leaves — Rose 7 —
Rose Centifolia "V" —
Rosanteme — Rose de Mai —
Rose Rouge "V"

Rose Ketone—a blender and halo with an indescribable individuality

ROSE INGREDIENTS

Nerol Extra Pure—a superb ingredient of extreme chemical purity, for which the house of Verley has been known as headquarters for many years. It imparts a freshness otherwise impossible to achieve.

Rhodinol Rose Extra—another superb product in which the house of Verley has specialized. Derived directly from the finest Geranium Bourbon by our special process, it gives the true Red Rose character.

Aldehyde C-II (Undecylenique)—an indispensable Rose ingredient.

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aromatics

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THE
Classic

A STOCK-MOLD CONTAINER

● Illustration below shows the Classic Oblong (Design Pat. No. 94824), the complete line consisting of 1/2, 1, 2, 3, 4, 6, 8, 12, 16 and 32 oz. capacities. Caps by The Closure Service Company.

The "Classic" design is a "find" for the manufacturer of toilet preparations, pharmaceuticals, proprietaries and household preparations.

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FEW MATERIALS offer such varied opportunities to improve the packaging of perfumes, cosmetics and other toilet preparations as modern Bakelite Molded. The products illustrated on this page are merely typical of the thousands that have gained added eye-appeal, saleability and *repeat* sales value through adoption of smart new closures, applicators or complete containers made from lustrous Bakelite Molded.



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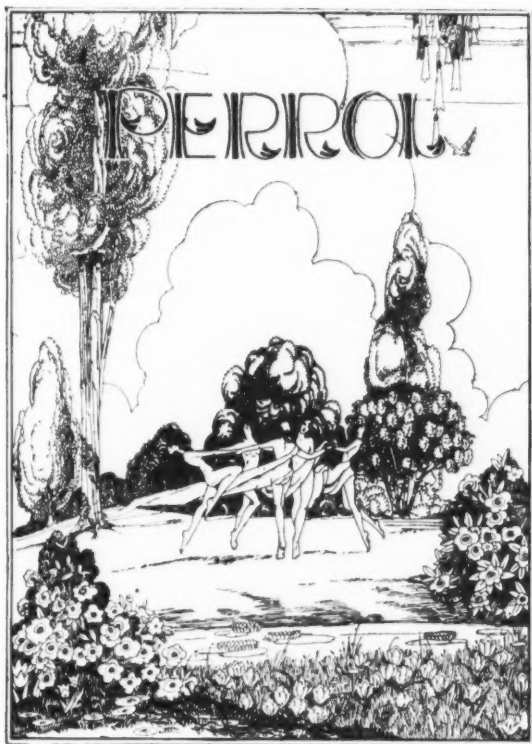
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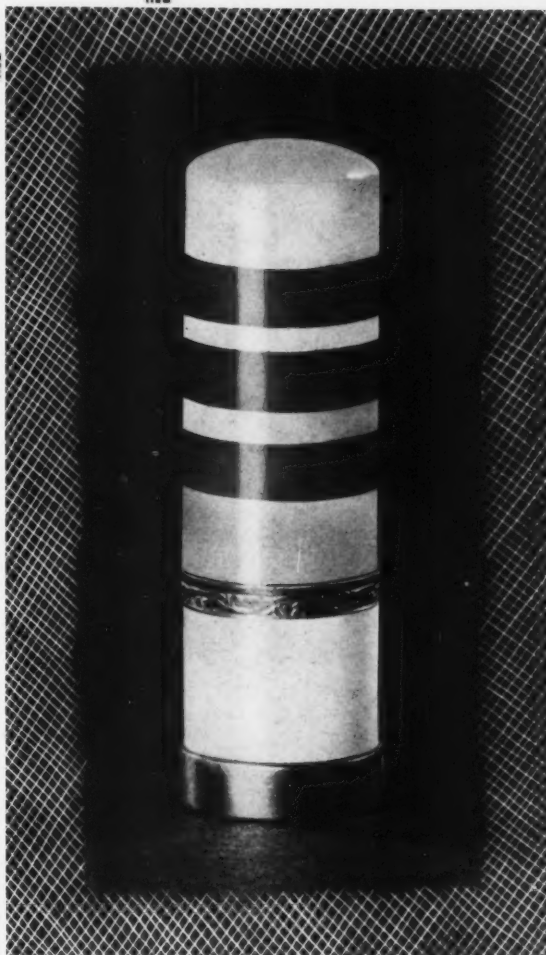
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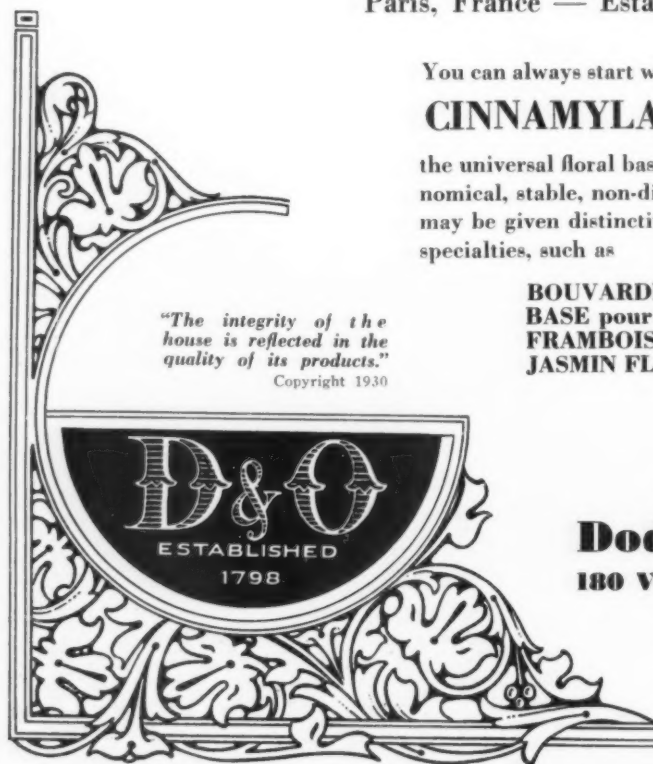
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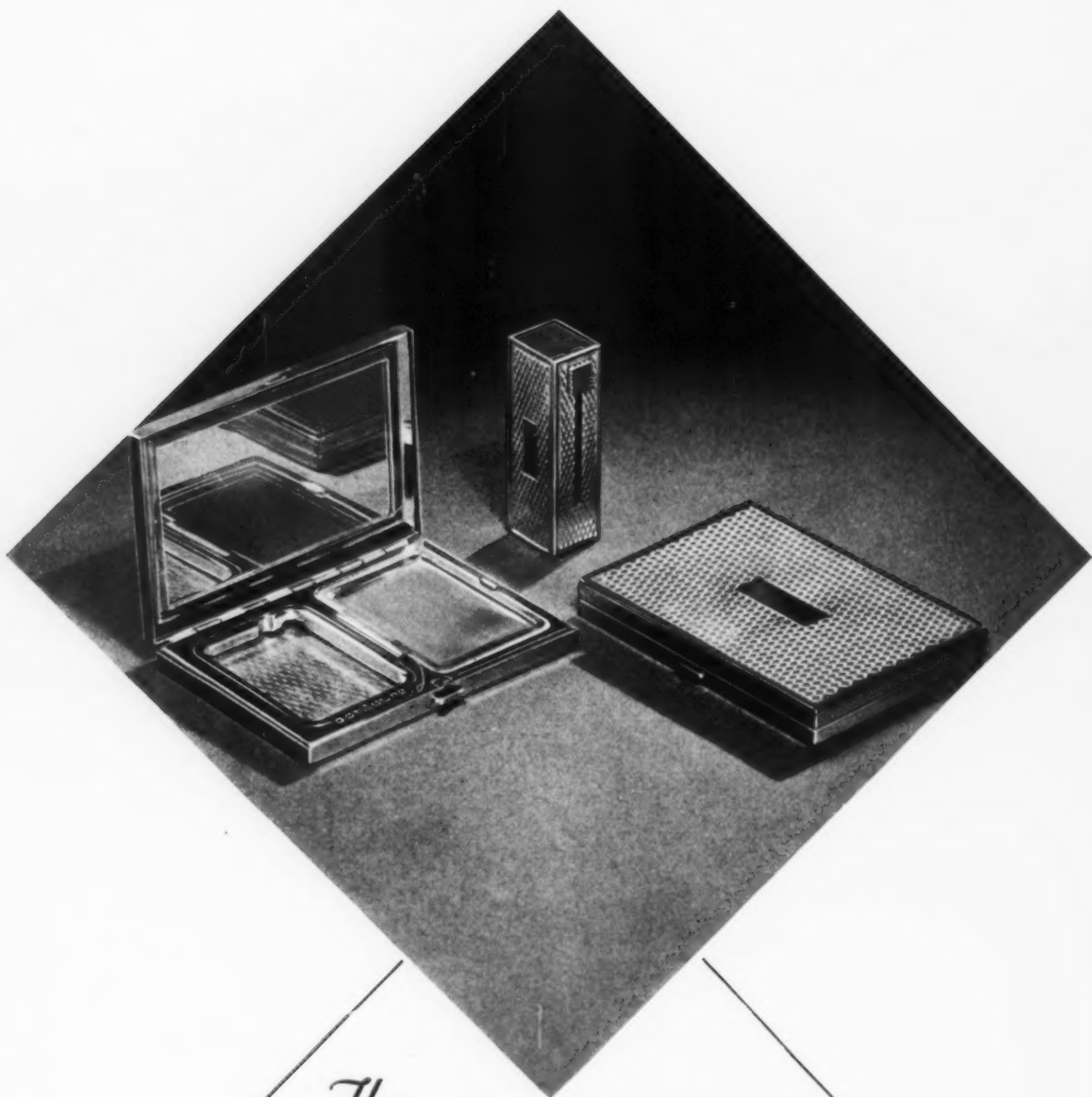
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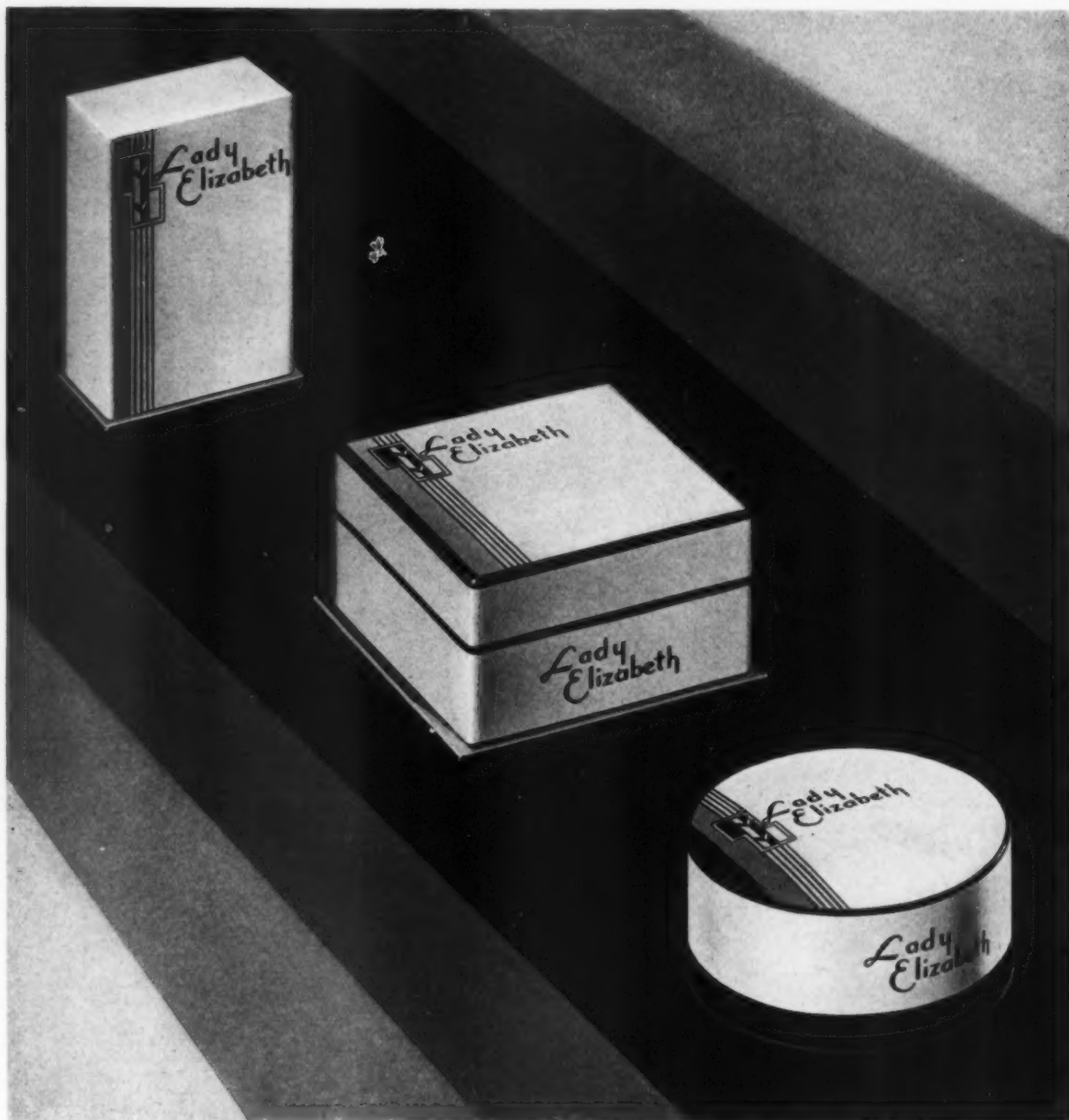
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Our sincere good wishes are extended to you... and we trust that the coming year will bring you success in full measure.

"The charm of Christmas lies in the thought that we live in the memory of our friends."

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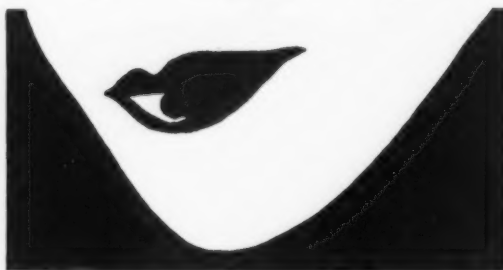
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THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW



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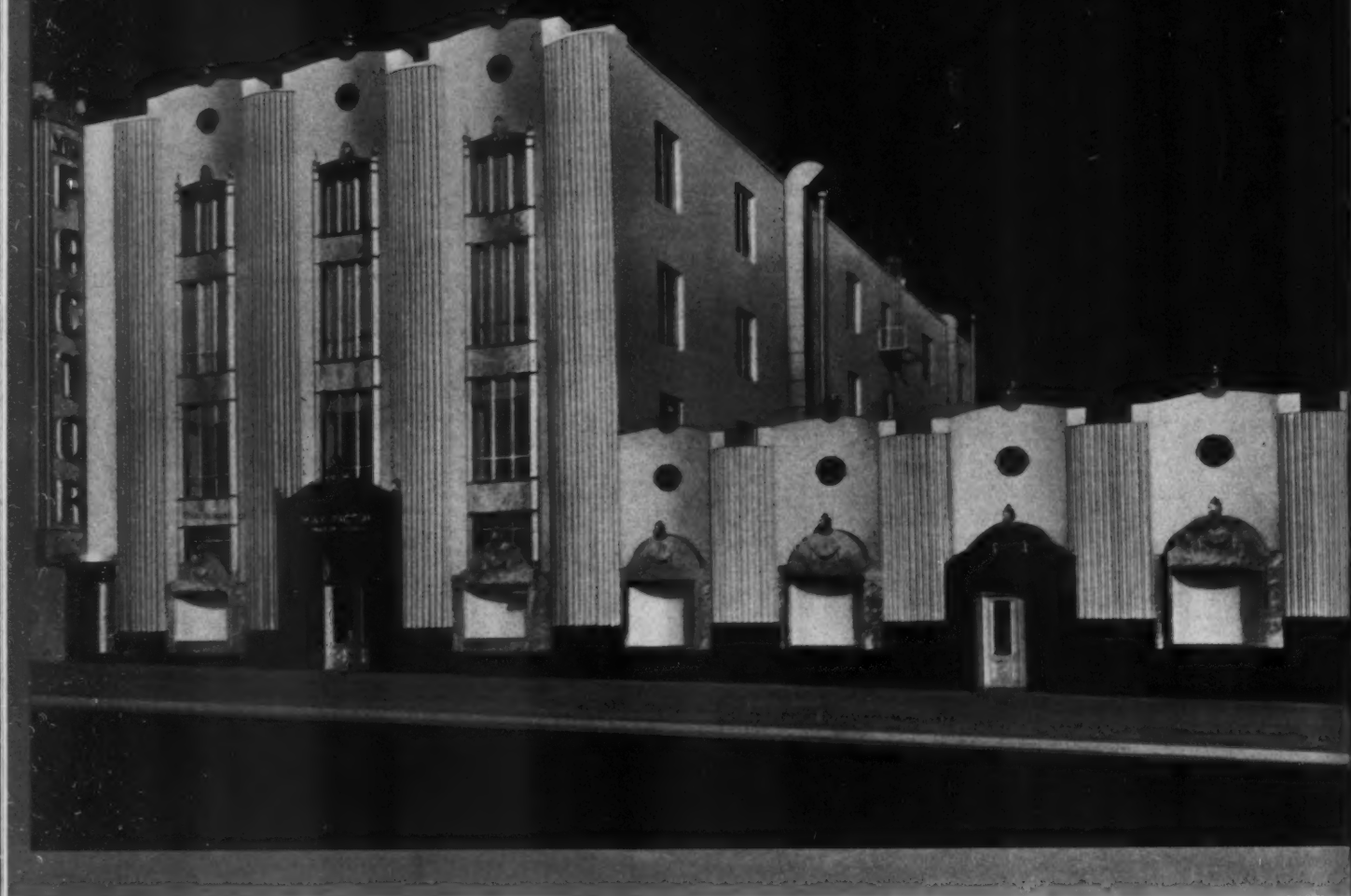


December, 1935

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A ROBBINS PUBLICATION



ARCHITECTURE!

*Max Factor & Co.,
has just opened this new "Make-Up Studio"
in Hollywood. Its striking appearance typifies
the development of the cosmetic industry
on the Pacific Coast, a center of growing
importance in this industry. On page 79
there appears a description of the Studio.*

SOME time, somewhere, I read that at one of the sessions of the League of Nations, during a discussion on ways and means to make war less cruel, a member proposed that "snipers," (unseen persons whom we don't know or see) should be outlawed from modern warfare. "Come out into the open and fight," was the theme of his argument, but the motion was lost, for Nature's first law, of self-preservation, asserted itself. After all, there is something to be said for the fellow who hides, for he is sometimes the means of focusing attention on what has been overlooked; and in this case, the article in the October issue of THE AMERICAN PERFUMER throws light on the modesty of the Toilet Goods Association, and the fact that since its existence it has not publicized its activities sufficiently. Therefore, the writer, on behalf of this organization, welcomes the opportunity to not only answer the accusations made, but to make a statement of what has been accomplished by the Association since its formation last May.

The first paragraph of the article in question contains the sentence in quotation marks: "For manufacturers of toilet goods only." Obviously, the writer of it must have been aware that the printed program distinctly said: "Wednesday, 10 A. M., closed session for manufacturers only," "Thursday, 10 A. M., closed session for manufacturers only," etc. Unfortunately, "politeness," as well as "conviviality" seems to be a fault of manufacturers. What should have been printed was: "Suppliers will keep out of these meetings."

A REPLY

In which Mr. Brooks outlines the Position of the Toilet Goods Association.



H. L. Brooks
*is treasurer and general
manager of Coty, Inc.,
and president of the
Toilet Goods Association.*

Furthermore, reference to the official minutes discloses that on five occasions, the Chairman of the Meeting reminded those present, that the "next order of business would be discussed by active manufacturers only," and then requested all others to leave the room.

But enough of what might be considered a defense reply.

It is too often forgotten that when the All - Industry Conference was thought of, and even convened, N.R.A. was still in existence. That Governmental Agency was looking after, and definitely so, certain trade practices, but was not permitted to fight for the industry against the attacks of State and Federal legislatures, where it was believed that "this rich industry could be saddled with additional taxes." It is true that the Committee of the Toilet Goods Industry had been formed for that purpose, but it did not, despite its excellent record, enjoy quite the same prestige as a national association could. Realizing that because of this oppressive Excise Tax, and the other numerous laws that had been, and were to be proposed by legislators, leaders of the industry came to the conclusion that an All-Industry Conference might result in one all-embracing national association.

A common meeting-ground had to be found, and it was therefore decided that this organization would look after tax, tariff, and legislative matters only.

However, there lurked in the minds of most of those attending, the hope that after this Association got under way, it would eventually undertake additional activities that were of interest to all. It is quite possible that by the time this article appears in print, a statement will have been issued, announcing one of these extra activities.

While it might seem like a minor thing, one of the "other things" that has already been accomplished, was the announcement to all manufacturers that the office of the Association would act as a clearing-house for all complaints from consumers who claim damage or injury from products of manufacturers. Use of this service on the part of members will undoubtedly result in a saving to them.

The fact still remains that carrying on active campaigns against discriminatory laws, and proposed legislation, are the most important things confronting us today, and a good deal of success has been attained, for through its attorneys, special excise tax legislation in the states of California, Illinois, Missouri, Montana, North Dakota, Pennsylvania, Wisconsin, have been defeated. A law along these lines is in existence in the state of Washington. A battle is being waged to repeal it. Such a fight must be continued, for if it is not, the excise tax will remain permanently on the statutes. The Maine Law of 1933 was successfully contested. There were "Tugwell Bills" in Illinois and St. Louis that were also successfully fought. At the moment, the attorneys for the Toilet Goods Association are actively working on the new proposed New York City Pharmacy Code, which may be dangerous to many cosmetic manufacturers. Even something has been done about the excise tax, for the interest charges, starting as of August 30, 1935, will be only 6 per cent per annum instead of 12 per cent,

and that saving, in many cases, will amount to more than the contributions of many firms to the Association.

As far as the amount of money spent to date, the attorneys for the Association are to be thanked for having saved money, for if the suggestions of some of the members had been followed, additional sums would have had to be collected. Instead, these attorneys advised us "that money should not be spent freely, for it was quite unlikely that Congress, during the last session, would reduce taxes, but that some money would have to be expended in order to lay the ground-work for future developments."

Does Mr. "X" realize that the amount of taxes, as estimated by the Treasury Department, would amount to \$25,000,000 yearly, and that less than \$50,000, including all kinds of State and Federal Legislation work, has been expended to date? The inference

from the article by "Anonymous" is quite misleading. The so-called "expensive" attorneys, who are counsel for the Association in a most strenuous year, have been paid a very reasonable sum for all services rendered. Therefore, it can be seen that despite what we all recognize as the wastefulness of certain trade practices, the amount of money at stake, as far as the tax is concerned, is a far greater sum than could possibly be saved by the attempted elimination of trade practices, thereby causing the possible disorganization and disruption of the Toilet Goods Association, when harmony is most needed. The cost of certain trade practices does not represent "the differences between profits and losses" in this industry.

Not quite six months have elapsed since the Toilet Goods Association was formed. Organization matters, the enlisting of members, and other things,

have taken some time. The Board of Directors is fully cognizant that N.R.A. is no longer with us, and some part of every directors' meeting has been devoted to a discussion of matters other than tax, tariff, and legislative. It is believed inadvisable to publish the minutes of directors' meetings. When definite progress has been made, and conclusions reached, the industry will be informed.

"Anonymous" presents a beautiful picture of what should be done, but reminds me most of the Aesop fable of the dog crossing the stream with a piece of meat in its mouth, and dropping the meat to get a much larger imaginary piece reflected in the water.

It is to be remembered that in twenty years attempts to make trade practices uniform resulted only in a disunited industry. "Anonymous," as an idealist outsider, finds it easy to prescribe for what he considers wrong in the industry, but to us on the battle-line, it is of first importance that the industry itself shall survive.

Malayan Soap Trade

In 1934 there was a substantial increase in the value of imports of toilet soap rising from S.\$306,000 in 1933 to S.\$410,000 in 1934, the most recent period for which statistics are available. Great Britain accounted for practically 50 per cent of the total toilet soap sales, owing to a large extent to the fact that for years they have had an intensive advertising campaign for their soaps, and the oriental population are now thoroughly familiar with their "chops" or trade marks. Their prices are said to be 15 per cent under those quoted by American manufacturers. In numerous instances American soap manufacturers with subsidiary companies in England are shipping well-known American brands to this market, but they are coming in as British products.

The Japanese are making marked headway in the cheap toilet soap line—with practically the only competition in this line from Netherland India, which ships a fair quantity of soap for use by native Malaysians. Imports of toilet soaps from Europe are showing a steady decline as their prices exceed those of other countries. The quality of the American toilet soaps is well recognized, but American toilet soap sales in Malaya fell in 1934 to S.\$39,000 from S.\$47,000 in the previous year.

CONTROVERSY!

From the many comments which we have received on the anonymous article which led our October issue, we have selected this one, prepared by H. L. Brooks, president of the Toilet Goods Association, as presenting most clearly and forcefully the views of those who guide the destinies of the Association. The American Perfumer has as yet taken no stand on the question but in an early issue we shall present our views.

AFTER CHRISTMAS

do you let sales sag?

by Jill Jessee

IT is customary for toilet goods manufacturers to accept unquestioningly a let-down in sales following the climax of the Christmas season. Then it is that the manufacturer goes into his annual hibernation not to emerge until a couple of months later. Sales move lethargically without the impetus of any fresh ideas or new items. Probably there are two causes for the manufacturer's coma. He has either exhausted his imagination in getting out his Christmas line and has no flicker of animation left; or he feels that it is unwise to start something when purchasing interest is at such low ebb.

The first mental state is unfortunate; the second foolish. A few bright ideas should be hoarded from the Christmas stock just for the special purpose of bringing them forth when things generally are dull. At no time of the year is competition so keen as it is before the holidays. New presentations are launched in lavish abundance so that no one thing is accorded unusual attention. Sales meet less resistance and less deliberation than at any other time of the year. So whether a manufacturer has eighteen presentations or twenty, he will probably achieve the same sales record.

Secondly, purchasing interest can be stimulated at any time of the year if a sincere effort is made. The manufacturer who takes advantage of his competitors' lazy thinking after Christmas, by making an immediate attack, will likely come out ahead at the end of the year. He is already off to a running start. This attack need not necessarily be in the form of a new item although that is a help. It can make itself felt

in various ways, such as a drive on the types of preparations especially appropriate to the season or in special co-operation with buyers by supplying them with merchandising ideas, displays, etc.

Buyers are in a more receptive mood for suggestions in the early months of the year than at any time thereafter simply because there is such a dearth of live promotional ideas. It's the same old principle of taking advantage of slowed-up competition to get attention.

By the same principle, publicity is more easily obtained. Beauty editors literally plead for news for their pages or columns in January and February. During the other months, the manufacturer introducing a new item has to take his chances of editorial mention along with a host of other presentations. He may have a splendid or original idea, but space is limited, and the beauty editor can't include everything.

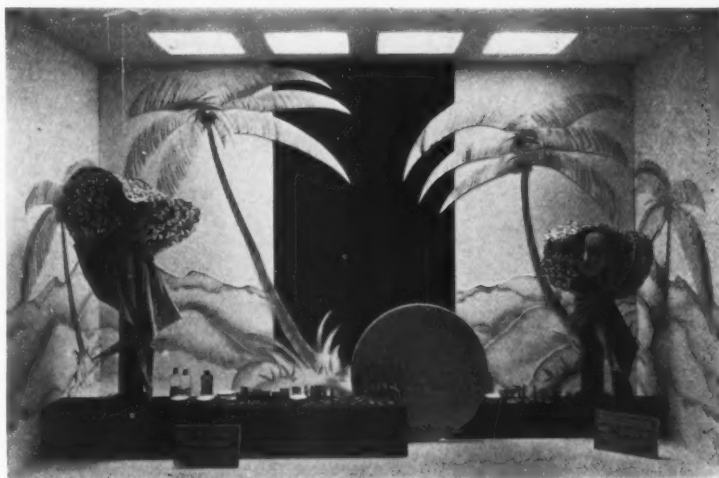
In addition to reaching the cus-

tomers, the buyer, and the beauty editor, there is still the sales girl to be considered. During the Christmas rush, a certain line is only one of many in demand. But a new item introduced after Christmas will have three times more interest from the sales girl than before, and she will promote it gladly and enthusiastically.

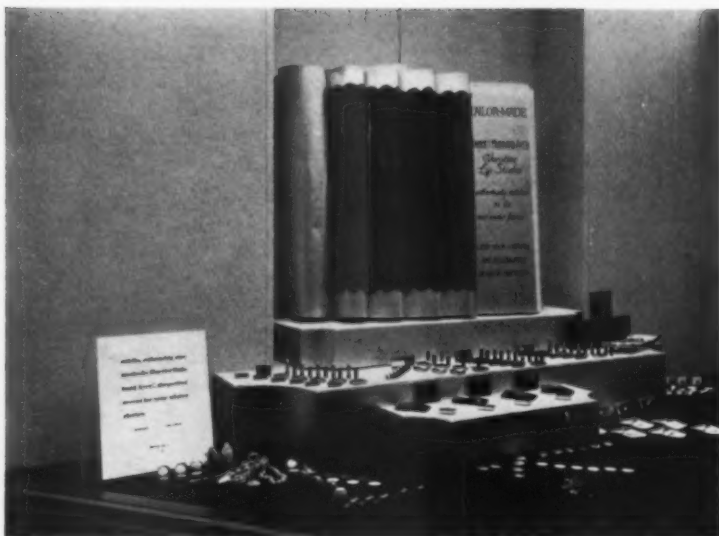
This is an excellent opportunity to supply her with training material on an entire line. She has the time, when business is more evenly paced, to study individual products and problems. The manufacturer who utilizes this period for such training will not regret it.

Now that the value of starting off the year with an aggressive, alert attitude has been proven, we can turn our attention to the specific ideas which lend themselves best to promotional efforts at this time.

For six weeks or so prior to Christmas, women are concentrating on gifts rather than on their own needs. This is



Window of Cruise Toiletries Designed to Increase Post-Christmas Sales



Display of Cosmetics Graphically Illustrating Their Relation to Fashion

partially due to lack of time and partially to their expectations of receiving some of these needs in the form of gifts. But these expectations are never fully gratified; so, an entire post-holiday campaign might be built on the slogan—"What Santa Forgot . . ." Advertisements and counter cards can develop the theme, and sales people can exploit it. Santa is very apt to have forgotten such necessities as lipstick, rouge, and face powder, and more likely to have remembered the luxurious things such as perfumes, toilet waters, and expensive vanities. So, it is these basic cosmetic needs that should occupy the manufacturer's attention. If he is planning a new container for any of these cosmetics, the logical time to introduce it is at the beginning of the year. In fact, there is a double advantage in this. He has had the holiday season to help him clear up his old inventory and he has the deserved attention focused on it afterwards.

Soaps, too, lend themselves to promotion right after Christmas. Although soaps this year have occupied a more important place on gift lists than for several years, these are probably the more de luxe packaged, expensive soaps. Women are prone to save such soaps for guest or special use and to buy less expensive soaps for every-day family use. The manufacturer who has reasonably priced soaps in his line would be smart to start a drive on them right after the holidays. The emphasis in this drive may well be on the saving in buying in quantity which should

have special appeal during the month of bill-paying. If a special offer is made, it should be limited in time, so that women won't postpone their buying until the following month.

Soaps, of course, belong to a family of products and there may be good reason for making the drive include such related items as bath powder, bath oil, talcum powder, etc. Possibly the colors and fragrance of the soap are matched in the packaging and scents of the other items, and this makes a good selling story. Perhaps the manufacturer will wish to make a special offer of a can of talcum powder to match the color and fragrance of the soap, to be given free with a purchase of so many cakes of soap. Keeping in mind that economy is uppermost in the customer's mind in January, this sort of deal would probably have greater appeal than at any other time.

January and February are months of great social activity. The fashion angle, therefore, suggests itself as another approach in accelerating the sales of lipsticks, face powders, eye make-up, etc. Make-up, generally, is more important in the winter season than it is in the summer when more outdoor life and less social life somewhat reduce its use. The stretch right after Christmas is a good time to introduce new shades, playing up their fashion significance. One manufacturer recently subdivided the evening and daytime lipstick idea by introducing two evening lipstick cases—one for extreme formal wear when men appear

in tails and white ties, and the other for the less formal occasion when men wear dinner coats. These jeweled lipsticks are in white and black cases respectively. So even the case itself can become important as related to social functions.

The manufacturer can devise his own individual means of impressing on the buyer and on the customer the harmony of his cosmetic shades with fashion colors. One device which recently attracted considerable attention in one of the Fifth Avenue windows, consisted of a tailor's swatch book enormously enlarged, with the pages turned back so as to show popular woolen colors. The cosmetics which harmonized with these colors were arranged to make the foreground. To tie in with such a display, the sales people might be presented with miniature swatch books indicating the cosmetic shades which should be recommended to the customer wishing to coordinate her make-up and costume.

Eye make-up looms in importance during the social season. This is the time to introduce novel shades, new packaging, or additions to the eye make-up line if such additions are to be made at all.

Creams and lotions are in special demand during cold weather when chapped hands and dry skin conditions are prevalent. An excellent idea for the manufacturer is to bring out an introductory treatment of creams at an especially favorable price to attract sales during these low budget months. The customer appreciates the saving offered, and by the time her introductory treatment is used up, she will be prepared to pay more for the regular presentation. Small sizes of hand lotions are extremely popular as the business woman likes to keep one in her desk drawer, the housewife likes one on her kitchen shelf and another on the bathroom shelf.

There remains still one more field of exploration for the manufacturer. Cruise shops are beginning to crop up in the department stores. Fortunate ones are planning a post-holiday trip probably to warmer, sunnier resorts. Consequently, they will require cruise kits or such individual preparations as sunburn lotions, etc. Cruise kits are welcomed as attractive accessories to displays of cruise fashions. Nothing is lost by introducing them early, as the same kit will continue to sell throughout the summer.

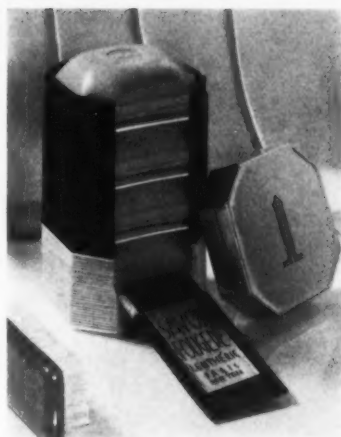


SPECIAL RECOGNITION

GERMAINE MONTEIL COSMETIQUES: The introductory box, called a "Preview Combination Set," illustrated is only an introduction to the line—but a generous one. All jars are stained and capped in ivory. Transparent labels are lettered with the name Germaine Monteil in lower face and the name of the product in small caps at the base of the jar. Bottles are uniform. Powder boxes have a pull-up cover, and rouge and lipstick cases are also in ivory. There's beauty, charm and dignity in these packages. The booklet enclosed is as excellently and originally executed as the packages. The line consists of a cleansing cream, cleansing tonic, stimulating cream for morning use, night feeding cream, astringent, beauty balm as a light emolient and powder base, face powder in seven shades, lipstick in five shades, cream rouge and powder rouge in five shades, eye shadow in five shades, complexion soap and bath powder with deodorizing properties. All delicately and pleasantly perfumed.

new products and packages

BY RUTH HOOPER LARISSON



1. **LENTHERIC:** This new soap package in black and gold offers four cakes—unwrapped and delightfully scented—so the nose of the customer can report sufficient allure to buy. The box containing the soap opens in a novel manner with a let-down front which drops when the cover is removed and the whole is done in black and gold color scheme.

2. **ARDEN:** An important house presents an important perfume. It is called "Night and Day," implying its adaptability to a variety of costumes, moods, occasions or what have you. Brown, peach-ivory and gold is the color scheme. The bottle stands on a base of silver and brown. The bottle, slightly higher than a cube due to the three set-backs at the top and one set-back for the foot at the base, has an opaque, pink faceted, glass, screw cap. The

perfume is a light gold in color; belongs in the family of fruity florals and is one of the best balanced of this variety that I have come across and one of the most lasting. I predict great popularity for this perfume.

3. **TUSSY:** This charming bath powder box with a paper wrap, decorated in cork design, accompanies Eau de Cologne in an attractively built, easy-to-handle bottle, finished with a metal cap. Label is red, black and gold. The two are packed in a larger box also wrapped in the cork-like paper, particularly appropriate for bath or beach ensembles.

4. **MEN:** Since all men must shave and all women must wonder what to give them at Christmas time the combination outfits on the market this year will solve many, many gift problems. The **YARDLEY** collapsible, brown leather case, is mannish, simple, practical and smart. It contains the three essentials, talc, lotion and shaving cream. A strap goes across the inside cover where other items can be tucked in and space below the tray for odds and ends. A strap on one end of the outside allows it to travel from pullman sleeper to wash-room, casually carried and not clutched in the arm, and the fastening simple and free of the gew-gaws men abominate. The collapsible or telescope feature is so sensible that any traveler will appreciate its value at once.

5. **THE J. R. WATKINS CO.** has redesigned its three men's products and offers them in a compact Christmas box covered in a smart black, green and red holiday wrap. The products are in green and





greenish-cream packages; simple, clean and business-like in appearance. Men will like them. Distribution is carried on by dealers on them in both rural and city communities. American Can, New English Collapsible Tube Company, Owens-Illinois and Armstrong Cork are responsible for the manufacture of these attractive packages.

WOODBURY: Another men's kit with two additional products which I think are a logical amplification of a shaving kit. Dental cream and facial soap. An amusing Christmas box with a double-chinned dowager and flunky graphically indicates to the consumer the prestige and acceptance which are the background of the line. The items, in green, white, red, black and gold wrapping and packaging, rest on cut-outs of red against the green base.

MENNEN: Here is the most modest of the three new annual Mennen's shave sets, packed in a green and silver set-up box with



cut-outs for each item to nestle in. Shaving cream, "Talcum for Men" and "Skin Bracer," there is a green and white tin container for old blades and a little package of five Mennen blades. The metal cap on the "Skin Bracer" is really a screw cap but it doesn't show its usefulness from the outside. Inner screw high above the skirt and a liner above it does the trick. Worth looking into—this new cap.

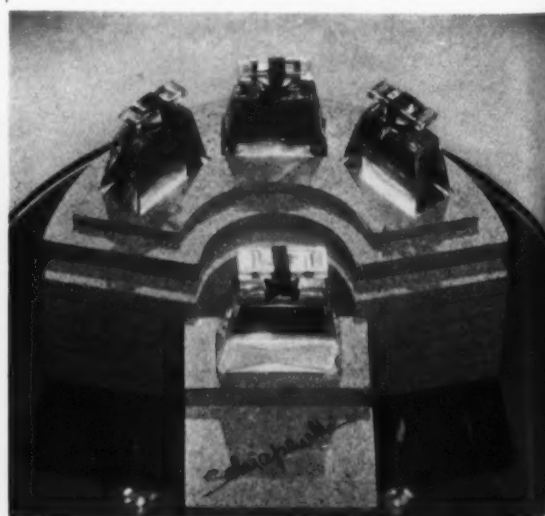
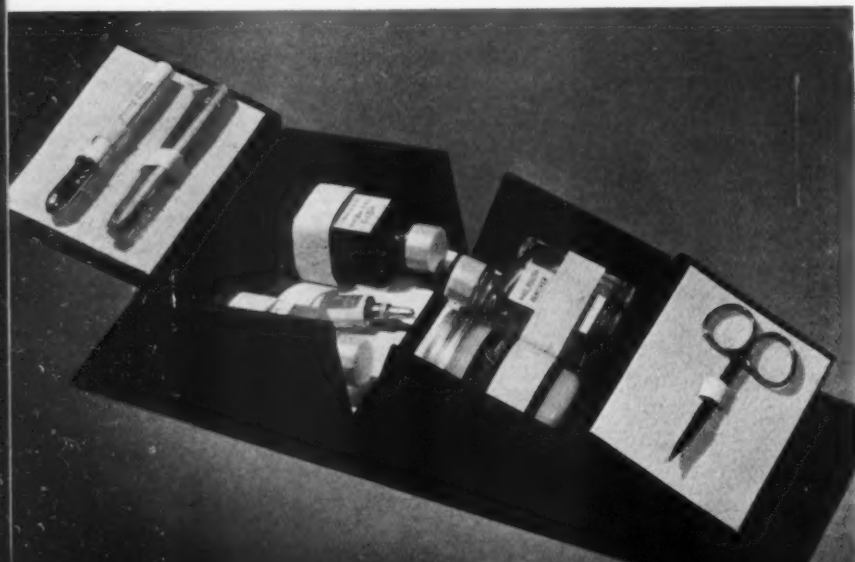
COTY: This house, also, is thoughtful of a man's needs at Christmas time and has prepared elaborately for them. Blue leather—and I mean leather, too—easy snap fastener. Each item is strapped into place and includes after shave lotion, with a metal cap which looks like a slip cap but has the inner screw and liner, shaving cream and talcum, a metal open-end box for new razor blades, a "Gem" razor and an "Ever Ready" shaving brush in a ventilated metal case. This is important—as any one knows who has left a wet brush in an airtight case. A handsome package.

6. DOROTHY GRAY: A practical, compact manicure kit starts its career from Dorothy Gray's for holiday selling; covered in black leatherette and lined in white. It seems to be an oblong box but opens up (as shown in the photograph) so that the

bottles are in standing position ready for use. All essentials are included. It is a convenient and attractive outfit.

7. SCHIAPARELLI: Here stand three perfumes in the service of the whimsical woman—long may they stand! "Soucis," "Salut" and "Schiap." "Soucis" is developed on a sandalwood base. "Salut" is a formal bouquet built with lily and English spring flowers, while "Schiap" is for informal and sportswear, starting with a bittersweet base and developing in intensity after it is in use. Bottles are oblong, with greater area at the base than the top. Oblong stoppers are decorated with incised "S" in sapphire blue matching all labels. The three bottles are packed in a cork box on which only the name "Schiaparelli" appears. The single bottle is sunk deep in cork. In the AMERICAN PERFUMER of December, 1933, I suggested cork for packaging and this month we are showing one actual cork package and one simulated. Hurray for cork! Let's have more of it—especially on bath and summer products.

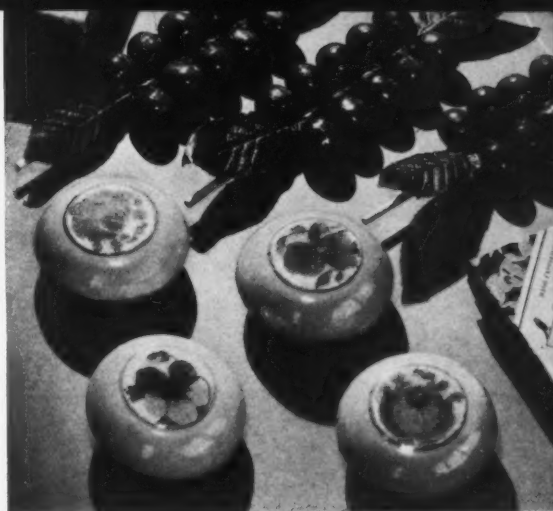
8. MEM: Mrs. Davenport's latest importa-



tions of "Mem" soaps include a large assortment of novelties with a lot of sparkle in the packages. The petit point tablets in pastel shades are decorated beneath their cellophane wraps with medallions in flowers—natural color—and so very petit pointish that you can almost pick out the stitches! The trick lies in the fact that as you use up the soap you don't use up the medallion. Wouldn't initials be swell applied in the same way? The cherries are gay and decorative even though not as practical as some other varieties imported by this house. Tell customers to hang up a complete branch as decor in the bathroom and place a bowl with another set unwired on the basin ledge for guest's use. Swell gift items,

these fruit soaps—nice for children's stockings, the hostess or bridge prize.

9. **YARDLEY:** The "Guest Box," with its brown suede and ivory trim exterior, opens up to reveal a charming array of toilettries. Here's a miniature drum of "Lavendomeal," flask of "Old English Lavender" and "Old English Lavender" soap. And last but not certainly not least two adorable diminutive ivory-finished jars of complexion and face cream. This package is most satisfying, not only as a holiday gift, but as a hostess present all year round, and for all those other innumerable occasions when one must think up something different for a modest present.



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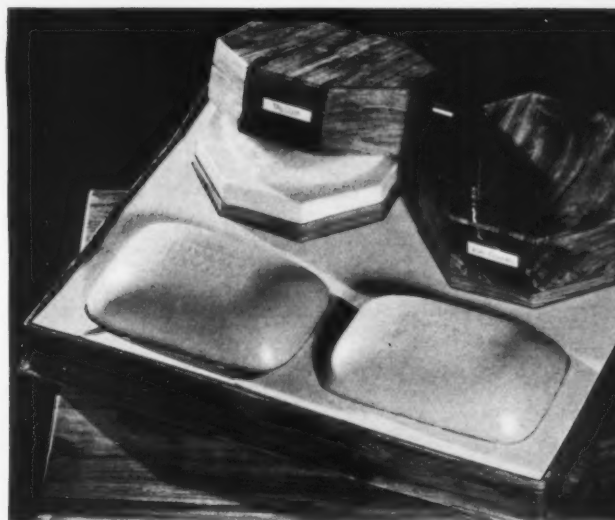
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10. **IOWA SOAP COMPANY:** Two re-packaging jobs are being launched by this company through regular retail grocery channels. "Nola" toilet soap is a fine example of excellent tablet stamping, and "Barr's Mechanic Soap" in cake form should increase the use of this type of soap appreciably. This is a thoroughly practical and more usable form and can enlist the patronage of the whole family with emphasis perhaps on the youngsters. "Nola" soap comes in a $\frac{3}{4}$ wrap of ivory, blue and white rough-surfaced paper printed in black. Nice package. "Barr's Mechanic Soap" is in a gray, red and white carton, pleasant in appearance and business-like.

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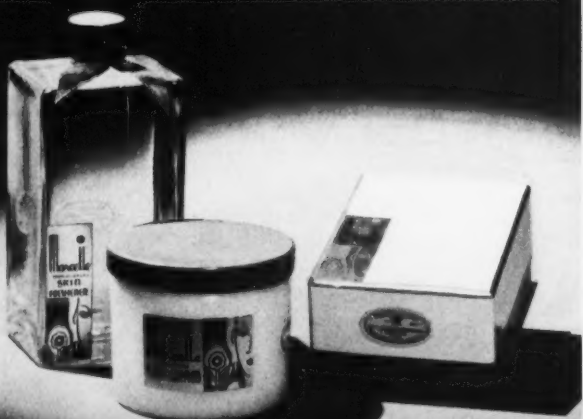


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11. **WRISLEY:** I like this "Sandalwood Bath Set," with its two cakes of soap, jumbo size, bath powder and bath crystals. The powder and crystals boxes are also covered in sandalwood paper uniform with the outer box. It's a mighty good item, simple, practical, and in good taste.

12. **MARCELLE:** C. W. Beggs Sons & Co. of Chicago, established since 1874, have presented the American public with a non-allergic group of cosmetics which carry the *Good Housekeeping* seal of approval. The line includes a long list of products for skin,

hair and make-up. Most of them come in two sizes and only a small selection is shown in the illustration. Bottles are flint, capped in red plastic with a sapphire blue ribbon tied about the neck. Labels are silver foil printed in black and red with a flower and half-face design motif. Jars are similar but capped with red metal and the powder boxes are cream, red, blue and silver. While the packages are pleasant they are more adequate than outstanding. Enclosed booklets are lucid, clear and refreshingly sheer of the too-too exuberant "now-you'll-be-raving-beauty" slant.



Neglected Opportunities for Sampling Via the Ladies' Room—

NIGHT AFTER NIGHT

by VERA MIDDLETON

NIGHT after night, women—hundreds of them—flock to the restaurants, hotels and clubs which constitute New York's night life.

These women are dressed in their smartest clothes. They are carefully made up. To many of them a night out is an event. Some are hoping and praying that this will be *the* night of their lives. Therefore they must, at all costs, look their most alluring. Those to whom an evening of entertainment is but routine fear the criticism of people in their own set. All are super-conscious of their appearance. They feel that they must look their best.

Such an evening may consist of dinner at an hotel, a show, dancing in a restaurant, followed by one of the smart clubs and then on to eggs-and-bacon in the wee hours. Complexions need re-touching several times during these rounds. For this purpose women pay several visits to the Ladies' Dressing Rooms. The well-groomed woman never permits her make-up to go unattended for more than an hour. Occasional dabs from her compact are not sufficient; she must go to a dressing room where, under a strong light, before a good mirror, she can apply all she needs as deliberately and as carefully as she would do in her own home. A meal, a few drinks or merely an absence for a little time from any place where she can make-up induces her back to a

Ladies' Room where any damage done can be repaired.

When a woman is looking her best, almost any cosmetic she uses appears to flatter her. Isn't this an undeveloped opportunity for a manufacturer to present his products to women under circumstances which lend them the light of high approval?

Perhaps the reason why this possibility has never been more developed is because women themselves, if questioned, do not encourage it. Ask a woman in her home or at her office desk if she would be better satisfied with more and better brands of cosmetics in Ladies' Rooms and she will generally reply: "I wouldn't think of using cosmetics which have been used by other women." Or: "It is quite unnecessary; I always take everything I need with me in my hand-bag."

But does she?

Follow this woman (in imagination) into the Ladies' Room of a restaurant when she has come in to town from a suburb on a winter's night. She will take out her compact and then find that the powder doesn't adhere because her powder base has worn off.

"Have you a little foundation cream?" she asks the attendant. Next she discovers that, in changing things from her day bag into her evening one, she has forgotten her lipstick.

"Have you some lip-rouge?" she in-

quires. Then she takes out her rouge compact. It has snapped open, the rouge spilled out and stained the white lining of her bag. "I shan't bring rouge out with me again in the evening," she says, adding, "I suppose one can always get rouge in the dressing room wherever one goes."

Later in the evening she visits a tear-jerking movie; at the next port of call she demands mascara and probably eye shadow as well. Or, if she remembered her lipstick, and her rouge didn't spill out, then her compact was filled with suntan face powder, becoming with her daytime clothes, but most unkind at night. Now she wants Natural face powder and a cotton pad with which to apply it.

Not one, but hundreds of women are in predicaments like these every night, but no doubt they'll tell you when they get home that they never touch cosmetics in public places!

So far, most manufacturers have fought shy of this form of publicity. It is true that, when a quarter of a million dollars a year is being spent on magazine or radio advertising, such advertisement as can be got from the distribution of a few pounds of free face powder is negligible. But what about the manufacturer whose advertising budget doesn't run anywhere near these figures? Some firms depend to a large extent on demonstrators in department stores to sell their products; stores



© Ewing Galloway



where generally the salesgirls are not allowed to open a package and let a customer try a lipstick shade or face powder texture on the skin. In a restaurant dressing room there is an opportunity for allowing a woman to sample the product under circumstances far more propitious than the cold light of a department store counter when the customer is probably tired from a day's shopping.

Matrons in charge of Ladies' Rooms in better class clubs and restaurants, when questioned, admit without exception, that women frequently ask for the name of the manufacturer of some product that they find there. At "The Versailles," one of the smartest and most expensive of New York's restaurants, the matron says that many women have actually asked her to get them a certain cosmetic which they have tried in the Ladies' Room.

"I get everything at Macy's," the matron said, "and when I tell ladies this, they often say, 'Next time you go, please get me a box of so-and-so. I'll

be in again next week to pick it up.' So, not only the cosmetic manufacturer benefits but also the restaurateur when the woman returns for her product.

The only well-known house which has done anything toward supplying such a room with cosmetics is Coty, which furnishes the Powder Room at the Rainbow Room in Radio City. This was done as a tie-up with Coty's radio program featuring Ray Noble and his Rainbow Room orchestra. Coty had a special face powder stand designed to match the color scheme of the Powder Room. Only face powder and Eau de Cologne are provided. Coty believes that women

prefer to bring their own rouges, lipsticks and creams. Also, that, although women do carry their own face powder with them, they prefer to sample one that is displayed in the Ladies' Room. This is sometimes from reasons of economy, but often because it is an opportunity of trying out something new. Several boxes of Coty's face powder are consumed over a short space of time at the Rainbow Room, so it is evident that women appreciate finding it there and take advantage of the sampling opportunity which it presents. However, Coty has not noticed any appreciable increase of sales since this method of sampling its product was put into action. It is regarded simply as a friendly gesture to the Rainbow Room and a supplementary means of introducing Coty face powder to the public.

Dorothy Cocks, advertising manager for Dorothy Gray, believes that something in the nature of sampling in Ladies' Rooms would have advertising value. "The women who are our customers," she says, "would not care to use cosmetics in any form other than sample packages, and only in the best hotels and clubs. Also, regular size boxes soon get messy, and this untidy appearance would not be a good advertisement for us."

Scandia Jourde supplies the Ladies' Room at the Mon Paris restaurant. This is one of the most popular places for cut-of-towners. The matron in charge of the dressing room states that many women arrive in town in the morning, spend the day on business or shopping and come straight to the Mon Paris without returning to their hotel. They want to remove all their old make-up, thoroughly cleanse the face and start again from the beginning. Scandia Jourde provides all that is necessary for this purpose: creams, lotions, rouge, face powder, lipstick, and eye cosmetics. These products, as well as being on display for patrons to use, can be bought from the matron in charge. She does quite a good business with them and sometimes sells sets of products totaling \$5.00. At Christmas time she sells many gift combinations.

At the Waldorf-Astoria, face powder, dry rouge and cotton pads are on display on the dressing table of the Ladies' Room at the Starlight Roof. Eye-shadow, creams and mouth wash can be

(Continued on page 76)





EDITORIALS

Season's Greetings

We have just come in from our annual holiday walk along Fifth Avenue. In reality it is a shopping tour, although it never costs us a single penny. We shop for the thrill of seeing joyful faces, of hearing children's excited exclamations, of watching people spending money in happy abandon with little thought of self. Always, we are more than repaid, for our two-mile walk to Fifty-eighth Street and back is one succession of pleasurable incidents.

This year we noticed that there were more people on the streets and in the stores; that fewer of them seemed to have just cast off a load of care and worry for a brief moment of joy, perhaps to be regretted later; and that the armfuls of gayly wrapped parcels were bigger and costlier looking than last year. Our financiers and economists would learn more about the end of the depression from just one such walk than could be found in reams of corporate reports and financial statistics.

Happy and contented people purchasing joy for others! There cannot be too much wrong with America when every Fifth Avenue in the country is thronged with them!

And so we bid our readers be of good cheer. And if any of them still harbor lingering doubts as to where America is going, let them go out to their own Fifth Avenues shopping for thrills. They will return to a brighter personal Christmas and a stronger faith in the New Year.

The Bourjois Decision and Cosmetic Taxes

The decision of Federal District Judge John Knight in the case of Bourjois against the Collector of Internal Revenue was sweepingly decided for the government on practically every point. This decision has been anxiously awaited, since the government considered it a test case, the result of which would govern future activities with respect to all companies that had adopted sales company organizations as a means of lessening their tax burdens. In many quarters it was hailed as a tremendous victory for the government over the entire cosmetic industry; one that would result in multiplying taxes in many instances several fold and might even result in the abandonment of the sales company as a means of tax avoidance.

A careful study of the case and of Judge Knight's lengthy opinion fails to sustain such a gloomy view of the entire situation. It is true that the procedure adopted by Bourjois was not approved by the Court, which held that transactions between this manufacturer and this sales company were not "at arm's length" and that the prices charged by this manufacturer were not "fair market prices." At the same time, without reciting all the details of the testimony and the evidence, it may be said at once that there were factors in the Bourjois matter which made the case a strong one for the government. Many of these factors are not a part of similar transactions carried on by other manufacturers. Thus, the value of the case as a precedent is likely to be marred by the facts, which can hardly be said to be typical.

Several very favorable features are also to be found in Judge Knight's decision. For example, he disposed of the belief, apparently held in government quarters, that it is necessary for a company to affirmatively justify the setting up of an affiliated sales corporation. He pointed out that there is nothing illegal in such a procedure and that it is not necessary for anyone to establish justification for the existence of such a company. To quote the Court, "The purpose behind their organization is of no moment."

Even granting that, in general, future decisions will follow the present one on the main features of the sales company method, it may be said that the decision is by no means wholly unfavorable to the industry. The Court almost went out of its way and discoursed at some length on a subject which was not one of the main points at issue. Whether deliberately or not, Judge Knight certainly pointed out a method by which taxes on sales, whether by a manufacturer or through a sales company, could be lessened materially. This was in the portion of the opinion which discussed the matter of sales and advertising expense in relation to "fair market prices." In it, the learned Court clearly indicated that, while the profits of a sales company could not be interpreted as salesmen's commissions, the law gave the right to deduct sales and advertising expense in computing the price as a basis for taxation. The amount of these deductions is, of course, a matter for determination and adjustment between the collector and the taxpayer, but that some quite material reductions in the amount of tax can be reached in this way is not only possible but probable, even though it is felt

in some quarters that Judge Knight erred in this portion of his opinion.

The real substance of the opinion is that for purposes of taxation, inter-company sales must be at a "fair market price" and that there is always the presumption that such sales are at less than such a price, which must be overturned by very definite evidence to the contrary. This gives the Collector the right to determine the "fair market price" in accordance with his best judgment.

Attorneys for Bourjois have announced that an appeal would be taken and have declined to comment upon the decision while the matter is still in litigation. There is, of course, chance of a reversal, but it does not appear particularly bright. In the meantime, a study of Judge Knight's findings may be far more comforting than might appear from a bare announcement of his adverse decision on the particular facts before him.

A GUEST EDITORIAL

The "U. S. Cosmeticopoeia"—Is It Impossible?

The publication of the United States Pharmacopoeia XI arouses some errant thoughts reflected in the title of this article. There can be no question that manufacturers of cosmetics are influenced by the decisions of the various committees responsible for the inclusion or exclusion of one or another ingredient suitable both for medico-pharmaceutical and cosmetic preparations. We have mentioned before and must mention again that various legislative efforts to control cosmetics exempt products made solely with ingredients listed in the U.S.P. and the National Formulary. But have there been any cosmetic chemists or chemists who were cosmetic conscious on the publication boards of the two accepted legal standard setters? In fact, has the cosmetic industry made any effort during the past ten years of revision to present needed ingredients for inclusion?

The cosmetic industry certainly has enough brain power to imitate its friends in the medico-pharmaceutical branches and create a "cosmeticopoeia," a book or treatise describing the ingredients, preparations, etc., used in cosmetics, especially one issued by official authority and considered standard! With such a "cosmeticopoeia," we should no longer be bound by the proper ultra-conservatism of those who seek only curative measures among the drugs.

The cosmetic industry has the faith in itself and its works required to create its own official standard. The cosmetician has availed himself of certain new synthetics and found them suitable for his products without waiting for official recognition from the pharmaco-medical group. This is as it should be. Isopropyl alcohol; triethanolamine; sulfonated and hydrogenated oils are instances.

We may consider two possibilities. Either the ingredients of good cosmetics which we have mentioned (there are many more) are not suitable for curative preparations, or the revision groups of the U.S.P. await further

experience in pathological cases. We have no particular interest in either possibility. Yet, exemption on the basis of the U.S.P. would not include preparations for healthy persons in which isopropyl alcohol, triethanolamine, sulfonated and hydrogenated oils were ingredients!

Perhaps in another decade, ingredients which have had their trial in cosmetics may eventually find their way into the official books. It has happened before. The forthcoming U.S.P. XI includes acriflavine, for example. The *New and Non-Official Remedies* published by the American Medical Association included triethanolamine in its 1935 edition, and recently had a supplement accepting isopropyl-alcohol in ampoules for prevention of industrial dermatitis due to creosote.

But reliance on medico-pharmaceutical foundations is not sufficient for the cosmetic industry. We must advance to self reliance. The solution? Copy the set-up of the publication of the pharmacopoeia for a "cosmeticopoeia!" The cosmetic industry is one devoted to public service, and new legislation may make it a partner to government. Legislation enabling the cosmetic industry to set its standards for ingredients should not be impossible. Certainly, it should be possible for the industry to assume self-government for the purpose.

From one point of view, the proposal of a "United States Cosmeticopoeia" is not as revolutionary as it appears at first sight. Our manufacturers distribute basic information each month on their products with statements of chemical and physical composition, standards of purity, methods of analysis, and fields of usefulness in the cosmetic field. Each month, the current literature of cosmetics includes articles on new and still newer products, and variants of old ones, offered as available for study and use in cosmetic applications. Our current literature is valuable because of these articles which are informative and subject to check-up.

The "United States Cosmeticopoeia" will probably have to borrow from its older associates. But, it will give much in return. The elegance of the finished cosmetic product which reaches the consumer is never approached by the result of the pharmacist's efforts upon direction of the physician in a patient's prescription. In the dark ages, it was accepted that a medicine to be good had to be nasty! This superstition could be laid to rest by a "cosmeticopoeia." We would repay the medico-pharmaceutical group for having leaned on them (not too heavily, it is true) for their assemblage of material on official dicta.

The cosmetic manufacturers should be the leaders in a concerted move toward an official treatise on ingredients of cosmetics. Their organization would make an ideal "Founder's Group," privileged to support the movement by their pooled knowledge and financial support. The other members of this great industry should form interlocking steps weaving all the members into a united whole for the advancement of standardization of cosmetic ingredients to the greater glory of the cosmetician, and the wider, safer, and saner application of their products by the ultimate consumer.

HERMAN GOODMAN, B.S., M.D.

REVIEWS OF TECHNICAL BOOKS

□ **TEXT BOOK OF MATERIA MEDICA & THERAPEUTICS.** *A. S. Blumgarten, M.D., 791 pages, 5½ by 8½ inches. The Macmillan Co., New York. 1935. Price \$4.00.*

The book is divided into eleven parts with an appendix and index, with a total of 41 chapters. The author, with 25 years' of teaching materia medica, is well qualified to write on the subject. The book begins with the most elementary pharmacy, gradually moves through the definition or nomenclature of effects, and other basic data necessary for the student of this science. A very enlightening chapter on antiseptics is apropos as far as the toilet goods industry is concerned, though it does not consider some of the best known antiseptics in the field, such as the substituted benzoic acid derivatives and complex phenols. A very valuable chapter follows this, on astringents. These are discussed from the standpoint of internal medication as well as external use.

A little further on is a chapter on drugs that act chiefly on the skin. Here are discussed the various gums and preparations of them, kaolin, oils, fats and waxes. Here, too, this reviewer thinks the book could be a bit extended and include such aromatic chemicals that are known to be irritants.

In spite of the few places where the book could be enlarged, on the whole it is a good text. The language is simple and the method of presentation is unique. We strongly recommend it to laboratory technicians, in spite of the fact that only about a half of the book is pertinent to the cosmetic industry.

M. G. DE NAVARRE.

□ **DAS DAUERWELLEN.** *By Adolf Schnitzler, Ph.D. Reprint from the "Seifenseider-Zeitung," with the supplements: "Der Parfümer" and "Der chemisch-technische Fabrikant" (Nos. 27-30 incl., 1932).*

This little monograph presents a comprehensive, understandable survey of the mysteries involved in permanent waving. Feeling that people with technical knowledge ought to have some source of information beyond the misinformation and pure hokum peddled in some of the trade publications, the

author proceeds to tell what he thinks is worth knowing about permanent waving and the methods and preparations commonly used in its accomplishment.

A brief historical review (a little hazy on dates) brings the reader to the work of Charles Nessler, the acknowledged discoverer of the apparatus for the permanent waving of living human hair. Sections cover: the properties of naturally wavy hair; the types of machines and waving solutions used; Nessler's classification of hair groups according to elasticity, tensile strength and "wavability"; methods of waving dyed and bleached hair; rewaving; and the so-called "oil processes."

The presentation is not up to the minute, but it is excellent as far as it goes. It leans rather heavily on the publications of Mr. Nessler, with no mention of the valuable contributions of his followers or of new methods of waving *à la croquignole*. If Dr. Schnitzler will publish (or has published?) a similar study covering these other developments, this work will be a valuable contribution to the technical literature covering the basic science of the arts of feminine beautification.

FLORENCE E. WALL, F.A.I.C.

□ **THREE MONOGRAPHS ON COLOR,** *prepared by Research Laboratories of the International Printing Ink Corporation and Subsidiary Companies, N. Y. C. Illustrated. 3 Volumes. 8½ by 11 inches. Price \$10.00 for set of three volumes.*

VOLUME I. Color Chemistry, reviews the natural sources of color such as indigo, cochineal and alizarine. The reader is quickly introduced to the organic dyes. The factors producing coloration are given. Though at first sight it seems that organic dyes are too complicated to be readily understood one gets a fundamental knowledge of color chemistry with quite some ease. Emphasis is placed on organic dyes. Chromophores and auxochromes are explained and illustrated. The effect of replacing certain atoms in dye molecules is shown with color, in the case of sodium lithol red, and further on, starting with the chemical body Fuchsine, the reader is shown how the basic color is affected

by substituting various groups for the hydrogen in the molecule. Very fascinating.

VOLUME II. Color as Light. The same simple and highly illustrated method is used to present the physical aspect of color. The frontispiece contains a reproduction of the visible spectrum which is truly a great work of printing art. The visible spectrum is explained on the basis of electro-magnetic waves. Reflection, opacity and transparency are defined and illustrated. Accordingly, a set of refractive indices of a few white pigments is given and it shows zinc oxide to have a value of 2.02 and titanium oxide as 2.76. An interesting explanation of why the setting sun is red, and the distant mountains appear blue, is given in text and colored drawings. Selective absorption of light rays through color filters is exemplified. The effect of size of pigment particles on the color is cleared up. A precise color language is described with figures. Metallic luster or bronzing is translated.

VOLUME III. Color in Use. Rules for the effective use of color are expounded. Eighteen full pages of illustrated text and ten page of drawings in full color discuss color from a wholly new and scientific point of view. Munsell's system of color designations is explained. Color balance, power and visibility, legibility, background, importance of design and theory of color balance are a few of the subjects unraveled. Artists will find this volume a valuable tool in the selection of effective colors and combinations.

SUMMARY

It has been many moons since this reviewer has seen so simple, but thoroughly effective and understandable a text on any subject, if at all. The presentation might well be imitated by text book printers for the clarity it places on the subject matter of the illustration. Each important subject is beautifully and simply told. Simplicity is the keynote in text and drawings. Many divergent points of view have been correlated for the first time in print. Many recent scientific discoveries in the field of color are given.

This reviewer highly recommends it to all interested in color phenomena, from either an altruistic or commercial standpoint. IPI are to be congratulated for this great color masterpiece.

M. G. DEN.



By E. K. Nelson, Bureau of Chemistry and Soils, and M. S. Lowman, Bureau of Plant Industry, U. S. Department of Agriculture, Washington, D. C.

CHEMICAL COMPOSITION OF SWEET BASIL OIL FROM VIRGINIA

FOR a number of years the Division of Drug and Related Plants, of the Bureau of Plant Industry, U. S. Department of Agriculture, conducted experiments on the growing of sweet basil on the Department's experiment farm at Rosslyn, Virginia. The results of this work were published by the junior author in the April, 1935, edition of this Journal.

In commerce, two types of sweet basil oils are recognized, that produced in France, Spain, Germany and Algiers and that from Reunion. The oils coming from France, Spain, Germany and Algiers, are distilled from several varieties of *Ocimum basilicum*, the oils of which have very similar properties. Their principal constituents are methyl chavicol and linalool. They possess a pleasant, spicy odor and taste, while the Reunion oils are distinguished by their camphoraceous odor. It is not known from what the Reunion oil is distilled. It contains principally methyl chavicol and smaller quantities of camphor, eugenol, pinene and cineole. It does not contain linalool.

Distillation Results

The oil here reported on was distilled in August, 1932, from the whole fresh flowering herb of *Ocimum basilicum* L. large green variety, grown from seed obtained from France. Under favorable conditions two crops are produced at Arlington Farm in one season. Oils from the two harvests were found to be equal in quality.

Samples submitted to the trade from time to time were reported to be equal in quality to the better grades of imported oils.

The following results were obtained on analysis of a 500-cc. sample of the oil—

Specific gravity 20/20	= 0.9133
α_D^{25}	= -9.750
n _D 20/D	= 1.4875
Ester° (as linalyl acetate)	= 1.51%
(1) Alcohols (as linalool)	= 65.3%
(2) Methoxyl	= 8.05%
Equivalent to Methyl Chavicol	= 38.15%

(1) The acetylation was carried out in xylol solution. Direct acetylation of linalool gives erroneous results.

(2) The methoxyl present includes that in eugenol as well as in methyl chavicol. On fractionating 500 cc. three times at 10 mm., fractions were obtained as follows:

1.	46-60°	= 12.5 cc.
2.	60-63°	= 15.0 "
3.	75-84°	= 12.5 "
4.	84-86°	= 287.0 "
5.	86-89°	= 1.5 "
6.	89-91°	= 74.0 "
7.	91-96°	= 6.0 "
8.	96-100°	= 1.5 "
9.	100-114°	= 11.0 "
10.	114-116°	= 21.5 "
11.	124-126°	= 10.5 "
	Residue	= 5.0 "
	Loss on fractionation	= 42.5 "

Fractions 1 and 2, on redistillation at atmospheric pressure over sodium, boiled at 175-179° and had a strong cineole odor. The optical rotation was +3.6°, indicating the presence of a



small quantity of a dextro rotatory terpene, such as d-limonene.

Cineole was identified by the preparation of the crystalline cineole-resorcinol compound.

Fraction 4 still contained 6.7 per cent methoxyl. Redistillation at 10 mm. yielded a fraction, boiling at 84-85°, having an optical rotation of -13.3° and a specific gravity at 15° of 0.877. From it a phenyl urethane melting at 65-66° was obtained which gave no depression in melting point when mixed with 1-linalool phenylurethane.

Fraction 6 was shown to consist mainly of methyl chavicol by conversion into anethol melting at 21° when a portion was heated with sodium ethylate at 150° for 30 minutes in an autoclave. Extraction of the original oil with 10 per cent NaOH solution indicated the presence of about 2 per cent of a phenol.

The total phenol recovered from 500 cc of the oil was 8.7 cc. This phenol had the odor of eugenol. The benzoate melted at 69-70° and the phenyl urethane at 95°. Mixture with similar compounds from eugenol gave no depression in melting points.

Fractions 9, 10 and 11, redistilled at atmospheric pressure over sodium, afforded two fractions boiling at 255-259° and at 265-270°. Neither gave a nitrosite or a crystalline hydrochloride. When a drop of either was dissolved in acetic acid and a drop of sulfuric acid added, the color, at first red, deepened to a bright reddish violet. Instead of turning to red on heating (as does cadinene when similarly treated), the color became a deep purple.

The indications are, therefore, that the sesquiterpene is not cadinene. Its identity with any known sesquiterpene was not established.

Conclusion

The results indicate that the composition of sweet basil oil distilled from plants grown in Virginia, U. S. A., is about the same as that of the oil produced in France, Spain, Germany and Algiers.

More than half the oil is 1-linalool. Considerable methyl chavicol (about 30 per cent) and smaller amounts of cineole, eugenol and sesquiterpenes are present.

A very small amount of a dextrorotatory terpene may be present in the oil.

by MAISON G. de NAVARRE

■ **ORANGE FLOWER WATER** We received a sample of oil of orange flower water extracted with volatile solvent by a special process. One gram of this oil is dissolved in about 3 kilos of water to give orange flower water. This is a great thing, because you can save on express and other charges. The orange flower water is of a high grade. Simply dissolve the oil in the water with the aid of a little solvent, and after 24 hours or so, filter clear. This gives you a very concentrated water, and it can be further diluted without much loss of odor value. We understand that several houses offer this oil.

■ **SOFT CREAMS** Again we harp on this, but the trend is most decidedly in this direction. So much so that one of the most progressive lines in sales and development is gaining rapidly in consumer demand. Talking to toilet goods sales girls, they all say the same thing. Once a woman tries this semiliquid cream she won't change. And furthermore, the line we are talking about does not use mineral oil at all. Think that over.

■ **ETHICAL COSMETICS** The last time we mentioned this, someone from Chicago wrote us that we had "bats-in-our-belfry," and though we are not students of grammar, it did not sound like a compliment. But we know of several lines catering to the medical profession, some of them going so far as to give the composition of their products. The Journal of the A.M.A. also accepts the advertising of one or two of them, which simply goes to prove how wrong we may have been when we felt that the A.M.A. had been picking on us. But here is a new slant on cosmetics—selling through the medical profession, because of your fair price, because of your conservative label claims, because you realize you are selling a cosmetic and claim nothing else.

■ **DIFFERENT CUTICLE OIL** We have been complimented recently on an emulsified cuticle oil we sent around to a couple of manicurists. They like it because it soaks into the cuticle so easily and leaves it softer than just straight

oil. We used an emulsion of mineral oil in triethanolamine oleate. The mineral oil had a viscosity of 65/75 Saybolt. We had 50% oil in the emulsion.

■ **STERILIZATION OF OILS** It is a well-known fact that many oils used in the manufacture of cosmetics can be, and probably are, quite contaminated with spores of bacteria and molds. Coulthard ran a series of experiments to determine if the temperature of 150°C, recommended in the B.P. 1932, was a satisfactory dry heat sterilization process. He found that heating one hour at this temperature did not kill all spores. But heating to an air temperature of 165 or 170°C did sterilize the oils. The oils lost some color in the process, but the taste was essentially the same. O'Brien and Parish, in the same journal, used a similar technique and found similar results. However, they tried the Tyndallisation process (heating to 80°C for one hour on three successive days), and this was not always a sure method.

■ **MASSAGE CREAM** One of the cleverest things we have seen is the use of a centrifugal laundry clothes drier with which the excess water is driven off from the precipitated casein of skimmed milk. This not only cuts the time to a mere nothing, but gives a product much nicer than many regular creams. The operator precipitates the casein in the usual fashion with alum solution with rapid stirring, and when precipitation is complete, throws the mass into a canvas bag, which he then puts in place in the machine. Turn the lever, and a few minutes later it is practically dry. Wash with cold water several times, and in a fraction of the time required by the decantation method, you are ready to perfume and pack.

■ **DETECTION OF GUMS** Wildman, writing in the *J.A.O.A.C.*, gives several microscopic methods for the detection of karaya, tragacanth and agar in food preparations. It is not stretching the imagination too far to apply these to the analysis of toiletries. You analytical chemists will find this worth while in your work.

Recent Progress

in Materials and

Manufacture of



HAND PREPARATIONS

by

M. G. de Navarre, Ph.C., B.S.

LAST spring, when we were complaining about the status of hand preparations—and more explicitly, hand lotions, something greater than insight of the experts was pointing toward a change for the better. So it was no expert's prediction that hand preparations would come through a renovation, and we take no credit, if any is coming.

Complaining about hand lotions we said, "gums aren't healing at all; glycerine is overrated as an emollient; too little healing power in lotions when it is needed; why use so much wax or cheap oils; and how about the free alkali. . . ."

The reaction that followed was so gratifying that we knew right then that work was being done on the problem. Two large manufacturers sent us samples of their new hand lotions, free from stickiness and gums. One supplier of raw materials sent us a beautiful sample free of gums and tackiness—and was it pearly! Another large

manufacturer, probably the leader in the honey and almond market, says that his new cream will no longer be sticky.

Formerly, it was important to use gums in lotions. They stabilized the finished product, but the resulting lotion is sticky on application. Each time your hands become moist, they are tacky. That is entirely unnecessary.

In the last few years, many new materials have become available. More has been learned about the technology of emulsification. Homogenization and colloidalization have opened new fields. All this means that cosmetics, including the hand lotions, are going through a house-cleaning.

There are two types of hand preparations, lotions and creams. These types may be divided into three classes, those that are supposed to heal chapped skin; the kind that protects the hands from chapping when exposed to the elements; and the last type, used to beautify the hands, particularly for evening use.

Raw Materials

Some of the newer raw materials and their principal characteristics follow:

Glyceryl mono stearate and similar

waxes possess the property of being colloiddally dispersed in hot water when properly manipulated. These preparations are of the oil-in-water type of emulsion.

Triethanolamine stearate and *oleate* are superior to most soaps as emulsifiers. They also have a low pH when in water solution. Proper technique will give water white finished products, providing raw materials are right. The stearate is most commonly used, and together with stearic acid, gives a nice sheen in products made with it.

Fatty alcohol sulfates and their sodium salts are sometimes used as emulsifiers. These solutions have a very low surface tension together with low alkalinity.

Acid emulsifiers based on glyceryl mono stearate and a stabilizer such as sapamine phosphate, salicylate, citrate, etc., are used to make lotions and creams with acid ingredients, such as lemon juice.

Glycerine substitutes are used in preparations where hygroscopic properties are desirable, but where greater penetration is desired. Useful in vanishing creams and hand creams.

Oxycholestrin bases absorb twice their own weight of water easily. They

TYPE	LIQUID	SOLID
HEALING Medium fat content. May or may not be medicated.	Sweet almond oil . . . 15 to 30 TEA oleate* 5 Water 65 to 80 Anti-oxidant qs Perfume qs	Oxycholestrin base . . . 35 Oil sweet almonds . . . 5 Water 60 Preservative qs Perfume qs
PROTECTIVE Low fat content. Fats of higher melting point most useful.	Glyceryl-monostearate . . 3.5 Alcohol 5 Water 91.5 Preservative qs Perfume qs	Glyceryl-monostearate . . 12 Spermaceti 3 Lanolin 2 Glycerine 3 Water 80 Preservative qs Perfume qs
BUTYFYING Completely vanishing, preferably containing glycerine substitute. May contain titanium dioxide or other pigment.	Stearic acid 5 TEA Stearate* 1.5 Alcohol 5 Glycerine substitute . . . 3 Water 85.5 Perfume qs	Stearic acid 20 Triethanolamine 1 Potassium carbonate . . 1 Glycerine substitute . . 10-15 Cetyl alcohol 3 Water 60-65 Perfume qs

* TEA is triethanolamine abbreviated. All figures represent parts by weight.

Formulation of Various Hand Preparations

are excellent bases for healing creams, for the high water content cuts down on the greasiness of the cream. They usually are odorless and so creams made with them are easily perfumed.

Water soluble resins, reaction products of glycols or glycerine with boric acid, and similar ingredients, are sometimes recommended as protective agents. They are used in concentrations of 2 per cent or so in perfumed water or/and alcohol.

New gums are available for those who still insist on using them. Among these are pectins, cellulose ethers and blended mixtures of gums under trade names.

Formulation and Manufacture

All the formulae shown in the table are basic. They can readily be modified to suit any need. They are primarily intended to show the difference in hand preparations.

All the preparations made with glyceryl mono stearate and similar waxes are made in practically the same way. The emulsifier and other fats are added to the water which contains the preservative and other water soluble ingredients. The whole mix is brought to 80°C or so when it is emulsified. When the temperature of the mix comes down to about 45°C the perfume is added.

Oxycholestrin creams are made in this way. The oxycholestrin base is

melted with the other fatty ingredients over a water bath. The water is heated with the water soluble ingredient including the preservative. The oil and water mixtures are brought to a temperature of about 45°C and then passed through an homogenizer or into a mixing machine. When the temperature has dropped a little, the perfume is added. In the event an antioxidant is used, this is dissolved in the oil and fat mixture.

When triethanolamine oleate is the emulsifier, the following technique is probably best. Dissolve the oleate in the oil to be emulsified. Warm the water a little and add the oil mixture to the water with constant rapid stirring. When all the oil has been emulsified, add perfume and gradually stop the mixer. Pass the clear portion through a homogenizer for greater stability.

When triethanolamine stearate is used, the soap is usually made during the process of emulsification. Thus, the amine is dissolved in the water with the other water soluble ingredients. Stearic acid is melted with the other fats. Both mixtures are brought to 70°C. Add the water mixture to the molten fats with stirring. Perfume at about 45°C. If the product is a liquid emulsion, it can be passed through a homogenizer.

When soluble resins are used, they are dissolved in water with the aid of heat, properly tinted and perfumed.

If titanium dioxide or other pigment is added to a hand cream, the product should be milled to insure homogeneity.

Perfuming

Obviously, if a hand preparation is to be used around the home, the odor should be soft and floral. When a cream is intended for evening use the odor should be of the same type as one's perfume for evening. Healing preparations may be slightly medicated and the perfumes so chosen. Hand creams can be tinted to suit. We suggest blue for whiter hands.

Preservation

Products based on glyceryl mono stearate must be suitably preserved. Oxycholestrin base creams should also be preserved against mold. Lotions containing gums must be protected as well. Creams or lotions containing oxidizable oils should contain an antioxidant.

Among the preservatives that can be used in neutral or slightly acid solution are the esters of *p*-oxy-benzoic acid, benzoic acid and chlorthymol. Sodium benzoate can be used in alkaline solutions, as well as sodium-*o*-phenyl-phenol.

As for antioxidants, among those used are the esters of *p*-oxy-benzoic acid, maleic acid, hydroquinone, *o*-phenyl phenol and many proprietary or trade-marked products. Numerous trade-marked products are also offered as preservatives, some of these being very good.

Reunion Essential Oil Exports

Exports of perfumery essences from Reunion during 1934 amounted to 120,580 kilos valued at 16,474,245 francs. The bulk of the shipments went to France, where local distillers maintain distributing agencies. The quantities in kilos of the several categories of oil were: Essence of geranium 105, 146, vetiver 14,707, ylang ylang 709, and gardenia 18.

Reunion is also a producer and shipper of patchouli, orange, citronella and lemon-grass oils. The production of essential oils is an important industry in the island. (*Vice Consul Davis B. Levis, Paris.*)

The American Perfumer

OIL OF PARSLEY

THE common parsley, *Petroselinum sativum*, Hoffm. (*Apium petroselinum*, L., *Carum petroselinum*, Benth. et Hook.) is well-known as one of the most esteemed flavoring ingredients used extensively in culinary preparations. It is especially popular in France, where hardly a dish is served without the addition of a few sprigs of parsley.

The herb is cultivated on a large scale by truck farmers throughout France, especially in the environments of big cities. Truck farmers usually buy their seed from special seed growers.

The bulk of French parsley seed is produced in the *Département Maine et Loire*, especially around Angers. The South of France (St. Remy en Provence) too, produces some seed, but in general it can be stated that outside of *Maine et Loire* in France, very little seed is produced in Europe.

Total production of French parsley seed in normal years amounts to about 200 tons, but due to the reduced demand and the low prices prevailing during the last few years, parsley seed production has fallen off considerably. Depending upon supply and demand, prices of parsley seed range from one franc to four francs per kilo; in 1934 they were about three francs; in 1935 the price as paid in the fields was only one franc.

The growing and harvesting of the parsley plant is much the same as with celery; it has been described in an earlier paper on the production of celery seed oil. Depending upon the year, 800 to 1500 kilos of parsley seed are obtained per hectare. The surplus seed which cannot be sold by the seed growers to truck farmers in various parts of France or abroad is usually sold at about half-price to distillers of

seed oil. Parsley seed loses its germinating power in a relatively short time. Seed when stored long becomes practically worthless as far as growing is concerned and, therefore, such seed is offered under the name of *surannée* (superannuated) at considerably lower prices. There is also some chaff resulting from the winnowing of the seed, but the quantity of chaff available is so small that it can hardly be considered as raw material for distillation. Besides, oil distilled from chaff is not of good quality.

Therefore, there are available two qualities of raw material suitable for distilling parsley seed oil: normal, good seed of parsley and superannuated seed. When good seed is sold at prices varying from 1.5 to 2 francs, superannuated seed is usually sold at 1 to 1.5 francs per kilo. In 1935, only

0.70 francs per kilo was quoted on superannuated seed. This lower price of raw material causes

a considerable difference in the cost of the essential oil and distillers are interested primarily in the superannuated seed, especially since the oils distilled from the two qualities of seed are quite similar in character. The marked difference in the price of the oil is hardly justified by the very slight difference in quality.

The distillation of parsley seed is a rather delicate process demanding experience and attention. Some manufacturers apply direct live steam upon the seed material packed loosely into stills equipped, if possible, with slowly rotating stirrers. The main object is to effect complete penetration of the seed by the steam. The steam must not be permitted to form channels in the seed material and thus escape without liberating all the oil. Other distillers prefer indirect distillation of material previously macerated in water, followed by a very long distillation of the non-crushed seed—a distillation in which water is continuously refluxed into the still. They claim to obtain thereby a much better yield. Undoubtedly the yield of oil, and par-

A Survey by
DR. ERNEST S. GUENTHER
Chief Research Chemist
FRITZSCHE BROTHERS, INC.
New York



ticularly the fine flavor of the oil, depends greatly upon the proper method of distillation, even upon minor factors such as careful and slow starting of distillation, duration and speed. From the same seed material we obtained yields of oil ranging from 1.5 to 3.5 per cent. In each case a slight variation in the procedure of distillation considerably affected the oil yield.

Gildemeister & Hoffmann¹ give the following constants for parsley seed oil:

Specific Gravity at 15° C:	1.043 to 1.110.
Optical Rotation:	—4° to —10°.
Refractive Index n_D^{20} :	1.512 to 1.528.
Acid Value:	up to 6.
Ester Value:	1 to 11.
Ester Value after Acetylation:	4 to 20.
Solubility:	Soluble in 4 to 8 volumes and more of 80 per cent Alcohol; seldom with turbidity.

Oils of own distillation showed the α properties in table on bottom of this page:

According to Gildemeister & Hoffmann, oil of German parsley seed is sometimes so rich in apiol that it partly solidifies at ordinary room temperatures. French oils contain much less apiol, which feature, however, by no means implies that the French parsley seed oils are inferior in flavor. By distilling French parsley seed we obtained oils of exceptionally fine flavor, although it must be admitted that in general parsley seed oils are not fully characteristic of parsley leaves, which alone are used as flavoring ingredients in culinary preparations. Parsley seed oil, therefore, serves as a kind of substitute for the more expensive parsley leaf oil. Evidently parsley seed oils, when pure, truly reproduce the flavor of parsley seed, but they all cannot be compared with the characteristic flavor

Specific Gravity at 15° C:
Optical Rotation:
Refractive Index at 20° C:
Acid Value:
Ester Value:
Ester Value after Acetylation:
Solubility:

No. 1
0.979
—4° 50'.
1.5155
1.4
2.3
26.1
Soluble in one volume of 90 per cent alcohol; turbid with more.

No. 2
1.002
—5° 0'
1.5150
1.4
7.9
50.4
Soluble in 0.5 volumes and more of 90 per cent alcohol.

of parsley leaves, the oil of which is higher priced.

The chemical constitution of parsley seed oil has been investigated by E. V. Gerichten², by J. Ginsberg³, and by G. Ciamician and P. Silber⁴. Further investigations on the oil were made by H. Thoms⁵ and by C. Bignami and G. Testoni⁶. As main constituents of oil of parsley seed, three phenol ethers were identified:

- (1)—apiol (4-allyl 3,6-dimethoxy-1,2-methylenedioxy benzol)
- (2)—myristicine (4-allyl-6-methoxy-1,2-methylenedioxy benzol)
- (3)—1-allyl-2, 3, 4, 5-tetra methoxy benzol

Further constituents of oil of parsley seed are:

- α -pinene
- traces of palmitic acid and of phenols, aldehydes and ketones not yet identified.

Oil of parsley seed, as explained, is very useful in all kinds of flavor preparations for sauces, meat, preserves, etc.

Oil of Parsley Leaves

Oil of parsley leaves, although of much more characteristic flavor than seed oil, is distilled in France on a much smaller scale. Its rather high price has so far prevented a more general application of this interesting and valuable oil. Pure parsley leaf oil indeed most beautifully and remarkably represents the characteristic flavor of parsley leaves, which are so popular in all kinds of

culinary preparations. As a rule, the "fresh" herb containing also the seed is distilled.

The plant material is cut just before the seed is fully ripe. The yield of oil is thereby greater than if the herbs and leaves alone are distilled, yet this oil has an exceptionally fine flavor, truly characteristic of the parsley leaves. The yield is about 0.25 per cent. Genuine oils thus distilled showed the properties in table above.

Laevo-rotation in both instances indicates the presence of oil distilled from seed. It is not advisable to pay too much attention to this feature in that the flavor of a pure oil distilled from the "fresh" herb containing also the seed is exceptionally characteristic. An oil distilled by the writer exclusively from leaf material without the presence of seed was obtained in a yield of 0.066 per cent. The oil had the following properties:

Specific Gravity at 15° C:	0.911
Optical Rotation:	+6° 0'
Refractive Index:	1.5029
Acid Value:	1.4
Ester Value:	8.9
Ester Value after Acetylation:	44.8
Solubility:	Insoluble in 90 per cent alcohol; soluble in 95 per cent alcohol with opalescence.

The chemical and physical properties of parsley leaf oil are thus greatly

	Superannuated seed	Mixed seed	Fresh seed
Specific Gravity at 15° C:	1.099	1.120	1.106
Optical Rotation:	—4° 32'	—3° 35'	—2° 30'
Refractive Index 20° C:	1.5259	1.5271	1.5282
Saponification Value:	6.03	5.6	2.8
Ester Value after Acetylation:	18.7	17.7	17.7
Solubility:	Soluble in 6 and more volumes of 80 per cent alcohol with slight turbidity.	Soluble with turbidity in 6 to 7 volumes and more of 80 per cent alcohol. Separation of paraffin.	Soluble in 5 to 5.5 volumes and more of 80 per cent alcohol.

Specific Gravity at 15° C:	0.9023 to 1.0157
Optical Rotation:	+1° 16' to +4° 10' (laevo-rotation indicates presence of seed on the leaves distilled).
Refractive Index at 20° C:	1.509 to 1.526
Acid Value:	up to 1
Ester Value:	from 5 to 14
Ester Value after Acetylation:	from 19 to 68
Solubility:	Oils are usually soluble in 95 per cent alcohol but not always clearly in alcohol of 80 per cent.

influenced by the state of the leaf material distilled. The presence or absence of seed in the leaf material changes the rotation from dextro-rotation for leaf material exclusively, to laevo-rotation if seed material is present.

According to Gildemeister & Hoffmann, parsley leaf oils have the constants shown in table at bottom of column 3 on preceding page.

Oil of parsley leaf has not yet found the extensive use which its rich flavor merits. However, certain developments in Southern France lead to the hope that soon parsley leaf oil may be pro-

duced at considerably lower prices than ever before. This fact would certainly help to create more interest for the oil and probably a much wider use.

¹ "Die Ätherischen Öle," Third Edition, Volume III, page 476.

² *Berichte der Deutschen Chem. Gesell.* 9 (1876), 258, 1477.

³ *ibidem* 21 (1888), 1192, 2514; 23 (1890), 323.

⁴ *ibidem* 21 (1888), 913, 1621; 22 (1889), 2481; 23 (1890), 2283.

⁵ *ibidem* 36 (1903), 1714, 3452, 3453; 41 (1908), 2753.

⁶ *Gazz. chim. Ital.* 30 (1900), I. 240; *Chem. Zentralbl.* 1900, I. 975.

cent more than December a year ago. Perhaps this is a slight overestimate due to the sad disarray of our clothes and feelings after our shopping trip. Anyway, we await the details from the Federal Reserve with no little interest.

Which naturally leads to the observation that costly perfumes and toilet articles are being displayed, and, we are told, sold this year in much greater volume than are the more moderately priced lines. One or two importers have wept on this department's shoulder and related a sad tale about being unable to supply the call for items ranging upwards from twenty-five dollars. Neither this department nor any of the casual visitors to its cavern thought that such sums existed, but since the wails of the importers are confirmed by the sales girls, doubtless they contain at least a modicum of truth.

Our reading is gradually becoming more modern and the latest work on perfumes which we have attempted (not finished yet) is Thompson's well-written "Mystery and Lure of Perfumes." About half way through we found this "card of an old London perfumer," and, of course, cribbed it for our readers. A whole book could be written about this card, and perhaps one day after the holidays and Easter and our next summer's vaca-

the Old Man with the Lantern

This New York City cosmetic law and its peculiar handling have most of us mystified. The Board of Health wants a regulation to raise money and to handle interstate business. The Mayor evinces a sudden interest in Federal legislation. The affected industries, in spite of having an excellent chance of beating the proposal altogether, stipulate to help out the Mayor if he will hold off for only three months. This department thinks there may be two or three missing pieces to the jigsaw puzzle. However, it rejoices that the industry is out from under until March, despite the wails of the City Affairs Committee. Maybe the missing pieces will turn up when the Congress gets back to Washington. No we don't suspect Senator Copeland of having them in his pocket.

Making quite recently an overnight journey, we observed the toiletries displayed by the male occupants of the car in which we rode, and their habits of using them. Of the ten under our keen observation, nine had toothpaste, six had shaving cream (two, unfortunately, were bearded like Russians), one had a shaving bowl, and one a shaving stick, two used after-shaving lotions, one had a can of talcum, but didn't use it. Of course, this was a before-Christmas check. Next month, full sets will be in evidence, we suppose. Which again raises the ever-intriguing question of what

toilet goods men buy, what they use right after Christmas or birthday, and what they won't use at any time. This crowd may not have been typical (we're sure the beards were not), but it is obvious that there is a real educational job to be done on the average male if we are to do even a fair amount of cosmetic business with him.

This department frequently finds itself in more or less violent opposition to the active and competent New York Board of Trade. It is, then, the greater pleasure to congratulate the Board on the work of the secretary of its Drug and Chemical Section on the proposed Sanitary Code amendment. His is the only group that actually prepared and published a brief. Apparently the others accepted the postponement until March as the end of the whole matter. From our rather casual contact with interested politicians, we don't think it can be dismissed so lightly.

The Federal Reserve Bank says that department store pre-Christmas business in New York is thirteen per cent above last year, which most of us will remember as a whale of a year compared with other recent ones. Betaking ourselves through the usually wide open spaces of some of the Fifth Avenue stores, we estimated the number of shoppers in the toilet goods departments as at least a hundred per



tion, we may start on such a volume. Published serially, it would fill a grand lot of space in this column, or (Editor, please note) be sold for more money to some romantically inclined publisher. FREEGIFT PATCHIN.

NIGHT AFTER NIGHT

(Continued from page 65)

had by asking the matron. In the downstairs dressing room, no cosmetics are displayed; there is no dressing table, but a few items are available on request of the matron in charge. Here, as elsewhere, the matrons stress the point that women frequently ask for the name of the product which she gives them, and often fill their compacts with a face powder that they like.

Nothing in the way of cosmetics is provided at the Plaza but most items can be obtained by asking the housekeeper. As she is not always about, this has its disadvantages. The woman in charge of the Ladies' Room says she believes it would be a popular move for the hotel to supply more in the Ladies' Room, because of frequent requests.

The large hotels provide attached bottles of liquid soap in all wash rooms. Many women complain about this and demand a cake of soap. However, all liquid soap containers are daily refilled from a central tank in the hotel and cake soap is not provided. It is an interesting paradox that the matron at Le Coq Rouge, who buys cakes of Palmolive soap for the wash basins, has also to keep a bottle of liquid soap for the

women who will not wash with a soap which has been used by others. Those who equip these sanctums are faced with the difficult task of pleasing everybody!

Most of the better clubs and restaurants lease their Ladies' Rooms as a concession. The lessee, who is usually the matron in charge, has to provide whatever she considers necessary and make what she can from it. Of all the toilet goods which one matron keeps, she says "Odorono" and "Mum" are most frequently sought. Another says that more eye make-up is asked for than any other cosmetic. She keeps a drawer full of this in nearly every shade and brand, even to artificial eyelashes. Another keeps twelve shades of face powder.

Opinions vary regarding lipsticks. Many say that no lipstick can be provided because no woman will use so intimate an item if anybody else had used it. Others provide lip rouge in a pot which must be applied with the fingers and not put directly on the lips. Others aver that women have not the least objection to using lipsticks if there are tissues or cotton pads with which the stick can be wiped before using.

The result of this situation is a hodge-podge assortment of good, bad and indifferent toiletries on display.

Some have as many as two dozen different brands and yet know the correct use of but few of them.

What promotional value is there in the development of a system whereby products of this sort can be guaranteed sanitary and individual to each woman? What results would a manufacturer get from equipping one of these rooms with a complete line of products thus distributed? Has any manufacturer ever considered placing in a Ladies' Room equipped with his products a demonstrator to assist and advise women on the replenishment of their make-up?

Among the thousands of women who search nightly for amusement in the restaurants, clubs and hotels of the city there are many types and many potential customers. They are enjoying themselves, looking their best, feeling happy. "All's right with the world!"—and what better sales setting is there than that?

Foreign Countries Buying More American Toilet Requisites

Foreign demand for American soaps and toilet preparations has increased considerably according to preliminary figures compiled by the Department of Commerce.

Shipments to more than ninety foreign countries were valued at \$5,120,000 during the first three quarters of the year compared with \$4,545,000 for the corresponding period of 1934.

Of the 1935 total, soaps accounted for \$1,791,000, an increase of \$78,000 over the first nine months of 1934, and toilet preparation shipments increased approximately \$500,000 to a total of \$3,329,000.

Almost all items on the list shared in the gain, particularly dental creams, which increased \$115,000 in value over the first three quarters of 1934; other dentifrices, \$76,000; fancy soaps, \$97,000; talcum powders, \$65,000; lipstick, \$42,000; and manicuring preparations, \$38,000.

Tooth paste is probably the best-known American toilet requisite in foreign markets, though shaving cream, talcum powder and lipsticks follow closely in popularity. British India and the Philippine Islands are outstanding as markets for tooth paste and talcum powders and large quantities of lipsticks are shipped annually to Spain, Argentina, Brazil, and Australia, it was stated.



The Ladies' Room at the Embassy Club, London, features cosmetics

NEWS & events

Courts Rule Against N. Y. Fair Trade Act

In two cases in which the validity of the New York State Fair Trade Act was attacked, the State Supreme Court has held certain of its features unconstitutional. The first case was that of Doubleday, Doran & Co. against R. H. Macy & Co., involving the sale of certain books by Macy at lower than publishers' prices. The Court held in effect in this case that unless the placing of a trade-mark upon merchandise carried with it a proprietary interest until its sale to the ultimate consumer, the producer of the merchandise could not control its resale price without violation of the state constitution.

The other case was of more direct interest to the cosmetic industry. In it Coty, Inc., sued Hearn Department Stores, Inc., to prevent the sale of Coty merchandise at lower than the prices agreed upon by Coty with other retail outlets. Hearn had refused to enter into a direct contract with Coty involving resale contracts, but under the so-called "Omnibus Contract" provisions of the law, Coty contended that Hearn was bound to adhere to the prices stipulated by Coty in its agreements with other retail outlets. In this case the Court did not decide upon the validity of individual contracts with retailers, but held that when such contracts did not exist, prices could not be enforced. The enforcement of such prices would be an unwarranted delegation of legislative power over prices to private individuals in the opinion of Justice Samuel I. Rosenman, who decided the case.

Both of these cases will be appealed through the state courts to the Court of Appeals, which must render the final decision in the matter.

Cowling Resigns From Lucien Lelong

Donald S. Cowling, sales director of Lucien Lelong, Inc., has resigned his position effective January 1, and will devote all his time to



Mr. Cowling

writing. He is probably as well known through his ability in the field of writing as in merchandising, having been editor of *Toilet Requisites*, at present contributing editor on merchandising for THE AMERICAN PERFUMER, and a contributor to various publications.

Mr. Cowling will make his home in Palos Verdes Estates, Calif., with the new Mrs. Cowling to whom he was married November 9. She is the former Mrs. Anne Lucille Von Glahn, toiletries buyer for Bullock's Wilshire, Los Angeles, and will continue with that organization, where she has attracted so much attention in her department through her vision and creative ability.

H. T. Johnson Returns To Rubinstein

Harry T. Johnson, former sales manager of Helena Rubinstein, Inc., New York, was elected by the board of directors of that company to return to the organization as general sales manager. For the last ten years Mr. Johnson has been vice-president in charge of sales for Frances Denney of Philadelphia. He assumed his new duties on December 9.

During his former association as

sales manager with Helena Rubinstein, Mr. Johnson followed the policy of using selected accounts from coast to coast, and in the intervening decade he has continued to do business with the same sources of distribution.

Chemical Exposition Held in New York

The Fifteenth Exposition of Chemical Industries was held at the Grand Central Palace in New York the week of December 2 and was as usual well attended by plant managers and engineers seeking the latest developments in machinery and equipment. The exposition this year was more than ever an equipment show, with leading manufacturers in the chemical engineering field represented by an array of very interesting and attractive booths. Attendance was said to be fully up to the average of previous expositions.

Among the exhibitors were: Alsop Engineering Corp., New York; Bakelite Corp., Bound Brook, N. J.; Glyco Products Co., New York; Kimble Glass Co., Vineland, N. J.; F. J. Stokes Machine Co., Philadelphia; Stokes & Smith Co., Philadelphia; U. S. Industrial Alcohol Co., New York.

Bourjois Loses Tax Case

U. S. District Judge John Knight has handed down the long-awaited decision in the case of Bourjois vs. Collector of Internal Revenue. The decision was a sweeping one and was favorable to the government on all points. Judge Knight's opinion in full will be found on pages 92 to 95 of this issue and some comments on it will be found on the editorial page.

Chicago Bowlers Win Prizes

The Chicago Perfumery, Soap & Extract Association held their annual Thanksgiving Bowling Tournament on November 20, in which over thirty members participated. The members are allowed a handicap, based on their past performances. This year, instead of giving the usual awards of poultry, the winners were given merchandise certificates, which enabled them to buy their own prizes. Among the lucky members who carried away the prizes were the following:

1. Al Berg	590	Handicap	17
2. W. H. Susanka	579	"	33
3. M. B. Vance	577	" Scratch	
4. Ray Morris	570	"	13
5. Clarence Seguin	553	"	27
6. Vernon Franzen	548	"	11

Bourjois Attacks Maine Law

A suit has been filed by Bourjois, Inc., New York, in the U. S. District Court for the district of Maine. It is brought against officials of the state having charge of enforcement of the cosmetic law and requests a statutory court of three Federal judges to pass upon the constitutionality of the act. In the meantime, the law specifically exempts from its operation any goods in the State of Maine prior to January 1, 1936.

Wrisley Heads Chicago Perfumers

The Chicago Perfumery, Soap & Extract Association will hold its annual business meeting and election of officers December 17. The election this year will be unanimous, as the regular ticket, as selected by the nominating committee of mem-



Mr. Wrisley



Mr. Hanshaw



Mr. Vance

bers, will have no opposition. The new president will be George A. Wrisley, vice-president of the Allen B. Wrisley Co. Mr. Wrisley has been a member of the association for a number of years and has always been very active, especially during the past few years, with matters pertaining to code enforcement and other acts of legislature. He has the complete confidence of every member. One of Mr. Wrisley's plans will be to increase the membership of the association by the enroll-

ment of every concern interested in the manufacture of toiletries and soaps. The incoming vice-president will be T. E. Hanshaw, president of the Thayer Pharmacal Co. While Mr. Hanshaw is a comparatively new member in the association as far as years are concerned, he can be relied upon to ably assist the new president by the inau-

guration of new ideas that will promote the interests of the manufacturing members of the association. Legislative matters will receive Mr. Hanshaw's special attention. Martin B. Vance was elected secretary-treasurer. Through his experience on the various committees in the past years, he is well able to administer to the duties of his new office. The office of secretary and treasurer carries with it a vast responsibility, with plenty of hard work. We therefore hardly know whether our congratulations or our sympathies should be extended to Mr. Vance.

FAVORITE PERFUMES OF FAMOUS WOMEN

We asked a group of famous women, "Which is your favorite perfume?" Here is the second group of replies to the inquiry.—Editor.

Name	Perfume	Maker
Alice White	Tabac Blond	Caron
Helen Vinson	Sous le Vent	Guerlain
Claudette Colbert	Chanel No. 5 and Moment Supreme	Chanel Patou
Madge Evans	Joy	Patou
Grace Moore	Grace Moore	Matchabelli
Lillian McKenney Hastings	Ideal	Houbigant
Mrs. Robert Shackleton	Violet	Sold at the old black and white marble convent of Santa Maria Novella in Florence, Italy.

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Neumann Back from Trip

John H. Neumann, president of Neumann, Buslee & Wolfe, Inc., Chicago, just returned from a southern and western trip, extending as far as California, where he visited with J. E. Wolfe, who is convalescing from a severe illness. Mr. Neumann was very much encouraged with the outlook of business throughout his trip.

American Research to Move

The American Research Laboratories, formerly of Chicago, will soon move their offices to Rochester, N. Y., where plans for a new building are being consummated. It is expected that actual building will start shortly after the first of the year. This concern is a large manufacturer of vitamins A and D, and also specializes in the refining of various oils for soaps and cosmetics.

Max Factor Opens New Studio Building

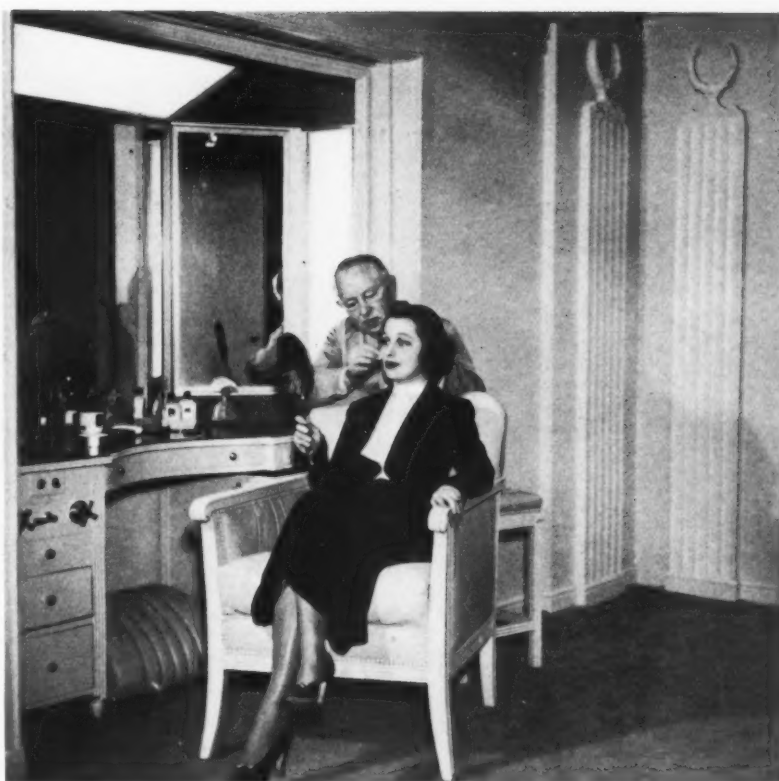
In commemoration of his twenty-sixth anniversary in Hollywood, as a make-up artist for stars of the screen and stage, Max Factor opened his new Make-Up Studio at 1666 North Highland avenue, Hollywood, which represents an investment of over \$600,000. This building has been acclaimed as one of the most outstanding architectural achievements of this decade, and was designed by S. Charles Lee, world-famous Los Angeles architect. The exterior of the building is illustrated on page 56.

The new Make-Up Studio embraces four buildings in all, and houses the general offices of Max Factor & Co., as well as the factories and cosmetic laboratories of its subsidiary, the Factor Manufacturing Corp. There are four distinctively different make-up rooms, each one designed expressly with special room colorings and lighting features for each type of beauty, blond, brunette, red-head and brownette. An elaborate reception salon is strikingly decorated and luxuriously furnished, and the lighting fixtures are of spun glass. Among the features of the new studio are a mammoth powder plant, capable of producing 20,000 pounds of face powder a day; cosmetic research and biological laboratories presided over by twelve skilled chemists; a complete manufacturing and assembling plant where Factor products are prepared for marketing in 70 different countries in the world; a complete cosmetic research library; a unique perfumery laboratory; and a fully equipped hair-lace wig department.

Mr. Factor is a native of Russia, and came to the United States in 1901. He started a cosmetic business in St. Louis and went to Los Angeles in 1908 when he became associated with the motion picture industry. His business has grown to international proportions, and today he heads one of the largest cosmetic concerns in the world.

Stein Cosmetics Reorganized

Reorganization of the M. Stein Cosmetic Co., New York, has been completed and the company has been entirely separated from its holding company. In the future it will have no affiliation with any other organization. The controlling interest has been acquired by Anstin Alexander, for many years chief chemist and



Max Factor with Frances Drake in His New Make-up Studio

president, and Leon Kutzer, former treasurer, who has been with the company since 1918. Mr. Alexander will continue as president and Mr. Kutzer will be vice-president.

The company has long been noted as a specialist in stage make-up. It expects to continue along the same lines although increased capital will enable it to enter the production of new lines and items for the stage and motion pictures.

Stipulation on City Law Signed

Following their conference with Mayor F. H. La Guardia of New York, representatives of the principal trade organizations in the drug and cosmetic fields have signed a stipulation promising to support Federal legislation "directed at the accomplishment of public health protection sought to be achieved by the municipal authorities" in their proposed amendment to the New York City Sanitary Code. In return, the Mayor has agreed to withhold action on the amendment until March, 1936.

The organizations which have signed the stipulation are Beauty & Barber

Supply Institute, Drug, Chemical and Allied Trades Section of the New York Board of Trade, The Proprietary Association, American Drug Manufacturers Association, Toilet Goods Association, Institute of Medicine Manufacturers, American Pharmaceutical Manufacturers Association, Drug Institute of America, National Wholesale Druggists Association, New York Pharmaceutical Council, and National Council of American Importers and Traders.

This action has brought protests from several civic associations, notably the City Affairs Committee, which made a formal protest in a letter to the Mayor. This letter heartily favored the proposed amendment, pointing out that Federal legislation could not affect interstate business and that more stringent Federal law might lead many manufacturers to operate exclusively within so populous a state as New York.

Salon Increases Space

Edmond, Queen Marie's Beautician, New York, has taken two additional floors at 24 East 55th street, to take care of expanding business.

Soda Flavors Makers Elect Redding

C. H. Redding of Foote & Jenks, Jackson, Mich., was elected president of the National Manufacturers of Soda Water Flavors at the annual convention in Baltimore, November 18. With him the following were chosen as officers and directors during the coming year: vice-president, Samuel W. Mutch, Whittle & Mutch, Philadelphia; treasurer, H. E. Harrison, Liquid Carbonic Corp., Chicago; secretary and attorney, John S. Hall, Chicago; directors, Charles O'Connor, S. Twitchell Co., Philadelphia; G. M. Chapman, Liquid Carbonic Corp., Chicago; F. M. Theall, Jr., W. H. Gast, Theonett & Co., Inc., Chicago; and D. W. Hutchinson, W. H. Hutchinson & Son, Inc., Chicago.

The convention went on record as recommending permanent continuation of the hour and wage schedules contained in the code of the flavoring products industry under the NRA. Resolutions of thanks were adopted to retiring President Hutchinson, Treasurer Harrison and Secretary Hall, as well as to cooperating trade associations in allied industries and to the trade press.

An important part of the convention was the report of Mr. Hall, who outlined the very heavy legislative work carried on during the last year when the association had to act on a total of 1057 bills in Congress and the various state legislatures. Food, tax, and fair trade bills formed the greater number of these measures. The convention closed with a dinner at the Lord Baltimore Hotel, at which the new officers were installed.

Canadian Agreement Affects Few Products

The Canadian reciprocity agreement which is expected to add materially to the volume of trade between the United States and Canada will affect comparatively few products in which manufacturers of chemicals are interested. No change in the tariff rates on any such products have been

made by the United States. Canadian duties have been revised downward on the following materials: sodium peroxide, sodium sulfide, sodium bisulfite, sodium stannate, to 15 per cent ad valorem; acetic acid containing by weight more than 65 per cent of acetic acid, to 1¼ cents per pound.

A. E. Snyder Represents Coronado

Alvin E. Snyder, for the past ten years assistant manager of the circulation department of the "Desert News," Salt Lake City, Utah, has been appointed manager for the Coronado Mfg. Co. of St. Paul, Minn., for all Utah territory north of Salt Lake City. The company produces a line of cosmetics and toilet goods. Mr. Snyder will maintain his headquarters in Salt Lake City.

Mme. Monteil Introduces Line

Mme. Germaine Monteil introduced her cosmetic line to beauty and fashion editors with a fashion show and cocktail party on December 3.



Mme. Monteil

In the realm of fashion she does fascinating things with sheer, gossamer fabrics matching capes, long and romantic, to dresses. No wonder she wants her customers to have young, vital complexions that her fashions may be worn with greater success! Stores from coast to coast are carrying and featuring the line of toiletries, which is shown in the packaging section of this issue, and reporting considerable success. Mme. Monteil says, "Beauty is not a gift—it's a habit." And she's setting out to prove it to women. An impressive list of crowned heads are quoted in her booklet as users of the cosmetics and these are gathered from most everywhere in Europe.

Vadco Reports Quarter's Profit

A net profit of \$1793.51 after all depreciations, taxes and writeoffs for the third quarter of 1935 was reported by the Vadco Sales Corp., New York, as against a net loss of \$1648.09 for the same period of 1934.

Vicary Heads Michigan Group

The Allied Drug & Cosmetic Association of Michigan held its annual meeting and election of officers for year 1936, at the Leland Hotel, Detroit, November 20. The officers elected for the coming year were: A. R. Vicary, Mark W. Allen Co., president; J. M. Wolff, Frederick Stearns & Co., vice-president; M. G. de Navarre, secretary-treasurer; P. E. Porier, O. Wegner and J. Carlisle, members of the executive committee.



Mr. Vicary

Immediately after election of officers, the speaker of the evening, Richard O'Hara, advising psychologist of the Human Relations Foundation, was introduced by President Porier. Mr. O'Hara described the different types of people and analyzed several men about the room, among them Joe Wolff, "Mac" MacDonald, Karl Senff, Ralph Stevenson and Andy Broderson. The guest of the evening was Ralph Stevenson, new sales manager of Givaudan-Delawanna, Inc., who was in the city for a few days.

Koenig In New Quarters

Harry D. Koenig & Co., & Anré Cosmetics, manufacturers of the "Martha Washington" line of cosmetics, have moved into attractive new offices at 276 Fifth avenue, New York. Here the company has almost twice as much space as at the former location to take care of its increasing volume of business.

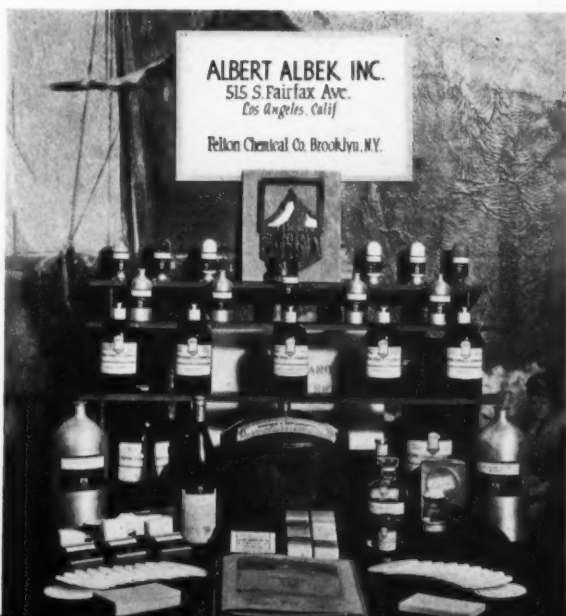
Eastman Permits Denaturant Use

Following several inquiries to the Commissioner of Industrial Alcohol, formal statement has been made that sucrose octa acetate, a denaturant for alcohol on which patents are held by Eastman Kodak Co., Rochester, N. Y., may be sold and used as a denaturant on a royalty-free basis. Applications must be made in writing and have the approval of the Bureau of Internal Revenue, whereupon the company will issue royalty free licenses.

WESTERN EXHIBITS



The annual meeting of the associate members of the California Cosmetic Association was held on November 13 and proved to be one of the most successful meetings of the year. Exhibits by firms selling to the cosmetic manufacturer were virtually an exposition of new ideas, new packages and machinery used in the manufacturing and merchandising of cosmetics. These exhibits aroused great interest from the large attendance and cosmetic manufacturers on the coast are already looking forward to next year's meeting.



Fourman Addresses Pharmacy Students

Dr. Victor G. Fourman, chief chemist of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., was the guest speaker at a special meeting of the St. John's University student branch of the American Pharmaceutical Association. Dr. Fourman told of the production and use of otto of rose, tracing its history as a perfume and pharmaceutical material, and discussing its chemical composition and methods of testing and identification. The talk was illustrated with a motion picture, and samples of otto of rose and original containers.

T.G.A. to Fight Maine Cosmetic Law

The Toilet Goods Association through its executive board has decided to request its members to ignore the Maine cosmetic law, and not to register their products under it. This action was taken at a recent meeting of the executive board. Counsel for the association was instructed to proceed further to prevent the State from enforcing the act. The basis of the association's case is that the law and regulations for its enforcement violate Federal and State constitutions.

Robin Heads Magnus Export Department

F. G. Robin has been appointed general export manager of Magnus, Mabee & Reynard, Inc. Raymundo Koestinger, Colonia del Volle, Mexico, D. F., is now exclusive sales representative for the company in the Republic of Mexico, filling the position formerly held by Mr. Robin.

Join for Changes In Cosmetic Tax

A number of manufacturers in the cosmetic industry in and about Chicago are organizing in a movement led by Frank B. Camp, formerly connected with the Treasury Department, with a view to securing definite amendments to the Manufacturers' Excise Tax provisions of the Revenue Act. The proposals advanced by this group are for the amendment of Section 619 of the Act so that charges for containers will be excluded from the taxable price of cosmetic articles.

An effort is being made to secure the signatures of the entire trade in and about Chicago and in other districts as well on behalf of such amendments.

Eaton Now With California Products

R. F. Eaton, who has been associated as chemist with Calavo Growers of California, has resigned to become chief chemist for the California Products Corp., Fresno, Calif. The latter company is associated with the raisin growing industry.

Ungerer Advances Voorhees and Budd

Ungerer & Co., New York, has appointed Kenneth G. Voorhees general manager, and Ivon H.



Mr. Budd



Mr. Voorhees

Budd sales manager, both appointments to be effective January 1, 1936. Mr. Voorhees, who is vice-president and will retain this office, has been with Ungerer & Co. for several years in a sales capacity. In this new position he will retain some of the many pleasant sales contacts he has made, although most of his efforts will be devoted to purchasing and the administration of company affairs.

Mr. Budd has been associated with the company for the past year, and is well-known throughout the trade as the former president of the now dissolved Budd Aromatic Chemical Co. He is a graduate of Cornell University, the class of 1917, following which he was associated with the Antoine Chiris Co. before forming his own organization. He brings to his new position an experience of more than fifteen years as a prominent sales figure in the essential oil, aromatic chemical, and perfume raw material industry.

Frederick H. Ungerer will continue as president and treasurer of the company, with Milton S. Butler as secretary.

Sonneborn Executives Return from Trip

Rudolf G. Sonneborn, secretary, and John C. Wolke, executive sales manager, of L. Sonneborn Sons, Inc., have just returned to New York from an extended trip to the west coast, during which they attended the convention of the American Petroleum Institute. They are enthusiastic over business prospects for 1936.

Gampert Back From Southern Trip

Louis Gampert, Felton Chemical Co. vice-president, has just returned to his office after a three-weeks' trip through the states of Georgia, Tennessee and Kentucky. The trip was made in company with Robert E. Felton, Felton's Southern representative. On his way back to New York, Mr. Gampert inspected the company's recently enlarged office and warehousing facilities in Chicago.

New Credit Ass'n

In response to the long-felt need for some central agency which would function as a clearing house for the interchange of credit information for the drug and cosmetic industry, there was organized some six months ago a credit interchange bureau called the Drug, Cosmetic and Chemical Credit Men's Association, comprising the credit managers of suppliers to the drug and cosmetic industries. Typical of such suppliers to these industries are refiners or manufacturers of chemicals, basic and raw materials, containers, oils, labels, etc. During the comparatively short period of its existence, this organized credit group has already functioned with a surprising degree of efficiency and satisfaction.

Fischbeck to Start Own Oil Business

Charles Fischbeck, for twenty-five years connected with Ungerer & Co., New York, and for several years vice-president and treasurer of that company, has resigned, effective January 1. Mr. Fischbeck will engage in the essential oil and aromatic chemical business on his own account under the name Charles Fischbeck Co., Inc. Headquarters will be in New York, and an announcement of the location of offices and further plans will be made in the near future.

Durrett Resumes Government Post

Dr. J. J. Durrett of New York has been reappointed Chief of the Drug Division of the Food and Drug Administration. He will take charge of the work early in January. Doctor Durrett returns to his former post after an absence of a little more than four years. During that period he was engaged in commercial work and was associated with E. R. Squibb & Sons, New York. He originally entered the service of the Food and Drug Administration in May, 1928, and resigned in August, 1931.

Before entering the service, Doctor Durrett has 14 years' experience in the practice of medicine, as a city health officer, and as a surgeon in the Public Health Service. He holds B.S., M.S. and Ph.G. (Graduate in Pharmacy) de-



Dr. J. J. Durrett

grees from the University of Alabama and the M.D. degree from Harvard University.

As Chief of the Drug Division, Doctor Durrett will be in control of the work involved in the enforcement of those provisions of the Federal Food and Drugs Act which apply to drugs, medicines and veterinary preparations.

Monsanto Adding to Plant

Monsanto Chemical Co., St. Louis, Mo., is constructing an additional room—providing more floor space for its chemical plant at Monsanto, Ill. The plant and equipment will cost about \$500,000.

Publisher Acts Against Perfume Seller

Charles J. Romer, seller of perfumes and cosmetics, was arrested November 18 on complaint of the New York *Herald Tribune*, charged with forgery and violation of Section

421 of the Penal Code which forbids false advertising. The newspaper specifically charged that Romer had used a "synthetic" newspaper clipping in his sales work, the clipping consisting of news material from the *Herald Tribune* surrounding an advertisement which had not appeared in the paper. Complaints from druggists and others to the newspaper brought an investigation and Romer's arrest.

Michigan Association Has Party

The third annual Christmas party and ladies night of the Allied Drug & Cosmetic Association of Michigan was held at the Leland Hotel, December 6, with a capacity attendance.

A. R. Vicary, chairman of the entertainment committee, put on a party like the association had never seen. A dinner-dance with Jules Klein's orchestra, floor show, souvenir boxes to ladies and men alike, door prizes and an excellent turkey dinner were the bill of fare for the evening. Mr. Vicary's aides were Ralph Flynn, Charlie Harvey and Wilbur Elliott.

Among the out-of-towners present were A. Doolittle, C. Tompkins, W. Fischer, C. A. Hanley, G. Becker, R. K. Snow, H. Shotwell and J. Vicary. Over seventy prizes were given, mostly to ladies. President Paul Porier thanks the many friends of the association, as well as members, for the cooperation they gave in making the party a success.

Advertising for Resort Trade

Gaby Cosmetics, Inc., Philadelphia, is undertaking an extensive advertising campaign to capture the Southern market. It will feature Gaby's sun tan lotion throughout the Florida resorts, with special attention to Miami and Palm Beach. The campaign will be carried on through outdoor advertising, newspapers, and radio during the months of December, January and February.

Executive Shifts and Dolly Dimple

Dolly Dimple Laboratories, Inc., has announced the transfer of W. A. McCauley, St. Louis district manager, to the home office in Atlanta. He has been succeeded by J. A. Livsey, who will act as Western manager, with headquarters in St. Louis.

Guenther Finds Europe Unsettled

Returning from a business trip through New England and the Middle West which immediately followed a summer spent in Eu-



Dr. Guenther

rope, Dr. Ernest S. Guenther, chief research chemist of Fritzsche Brothers, Inc., New York, said that in his opinion the United States was in an extremely fortunate position as compared with the countries which he had vis-

ited. "Conditions in Europe still seem extremely unstable and uncertain," said Dr. Guenther. "Unexpected events may at any time upset all predictions as well as the equilibrium of Europe.

"France," he continued, "is still in the throes of depression and must settle its political battles before it can find a way out. The people are still determined to adhere to the gold standard, but the recent Laval deflation proposals are unpopular because they entail financial sacrifices.

"Conditions in Spain are also unsettled, and while last year's revolution has died down, new outbreaks may occur in the future."

Dr. Guenther left the United States early in May, going direct to the factory of Fritzsche Brothers in Seillans, where he spent most of his time, supervising production of floral products and essential oils, which was carried on to plant capacity throughout the season. The plant, while much larger than when taken over by Fritzsche Brothers, will have to be still further enlarged in the near future. Dr. Guenther also motored through parts of Italy into Tyrol and then through Germany to Holland investigating on the way the production of various essential oils. The results of his findings will be published in early issues of *THE AMERICAN PERFUMER*. In September, he took another motor trip through Spain, visiting the essential oil producing sections in the South and East, and sailing for home from Gibraltar.

Since his return, Dr. Guenther has traveled extensively in this country and reports conditions much improved since his last trip in the spring.

Reich-Ash Celebrates Opening of Plant

In celebration of the opening of its new plant in Paterson, N. J., the Reich-Ash Sales Corp. and the Dixie Deb Cosmetics, Inc., tendered a dinner to its executives and friends at the Cafe Loyale, New York City, on the evening of November 23.

Prominent members of the bench and bar and officials high in government circles joined in with the officials of the company and their guests in making the occasion one long to be remembered.

Abraham Stone acted as toastmaster and speeches were made by the following: Sidney Ash, president of the Reich-Ash Sales Corp., who has been identified with the industry as a manufacturer for over thirty years; L. S. Horowitz, president of Dixie Deb Cosmetics, Inc.; Hon. Louis Sirkey, secretary of the House of Representatives, Washington, D. C.; Hon. William Geoghan, District Attorney of Kings County, New York; Justice Mitchell May of the New York Supreme Court; Judge Charles F. Lynch, Paterson, N. J.; Mayor John Hinchcliffe, Paterson, N. J.; Benjamin Eastwood, president of the Property Owners' Association of Paterson, N. J.; Judge Louis Goldstein of the City Court, New York; Murray Liebermann of the Property Owners' Association of Paterson; J. Zachara of the Chamber of Commerce of Paterson; Hon. John R. Crews, Republican Leader of Kings County, New York; Judge J. Charles Zimmerman, New York.

New Ruling Governs Package Sizes

The Treasury Department has issued an amendment to its alcohol regulations providing that products made from a specially denatured alcohol, such as bay rum, hair tonics, lotions, perfumes, toilet waters, etc., must in the future be packaged in containers not exceeding one gallon in capacity. The supervisors are, however, given authority to make exemptions in cases where it is shown to their satisfaction that larger packages are necessary for the proper conduct of the permittee's business. The ruling further provides that such products are to be sold only to barber shops, beauty parlors, beauty and barber supply dealers, general retail stores, wholesale and retail drug stores and ultimate consumers, with a provision for exemption by the supervisor in cases where sales to others are necessary for the proper conduct of the business.

Campana To Erect New Building

An unusually large industrial building project has been undertaken by the Campana Corp., manufacturers of toilet goods, Batavia, Ill. The company has just acquired title to a 16½-acre tract and plans to erect a \$600,000 building, which will be completed in the late summer of 1936. The plant itself will cover only a little more than four acres of the property, the rest being devoted to gardens and landscaping. Trees will be planted and the highway on which it is located

will be made into a boulevard of trees for a considerable distance on either side of the plant.

The building will establish a precedent in the cosmetic field by being open to the public seven days a week. Every operation of the plant will be open to visitors all day, and tourists will be urgently asked to stop and inspect the building. The new plant will have all the latest time-saving devices to facilitate the bottling and packaging of "Italian Balm" and "Dreskin," the two products manufactured by the Campana company. It will be air-conditioned and sound-insulated.

Ernest M. Oswalt, president, credits consistent newspaper advertising as being one of the major factors in the business gain that is making the new plant necessary. The company is one of the largest national advertisers in the cosmetic field, and is planning to enlarge its present advertising schedule in 1936.

Soap Firms at Wisconsin Show

Soap firms were represented among the more than 150 exhibitors at the nine-day Milwaukee and Wisconsin Exposition which ended November 24 in the Milwaukee Auditorium. Among the firms on display were the John Hanser Soap Co. and the Paper Makers Chemical Co. The show was visited by 140,316 persons.

Exhibitors reported they had written \$500,000 worth of business during the exposition, which was sponsored by the Milwaukee Association of Commerce. It is planned to make it an annual event.



Dinner of Reich-Ash and Dixie Deb Organizations

Parento to Represent Shipkoff

One of the most important otto of rose representation agreements has just been concluded between Compagnie Parento, Inc., Croton-on-Hudson, N. Y., and P. K. Shipkoff & Co., Kazanlik, Bulgaria. Under it, Compagnie Parento will act as the



Mr. Shipkoff



Mr. Doolittle

Shipkoff representative in the United States and Canada. The arrangement was made by Peter Shipkoff, chairman of P. K. Shipkoff & Co., on a visit to the United States early in December.

Mr. Shipkoff spent about three weeks here after a trip through the principal perfume centers of Europe. It was his first visit to America and he expressed himself as deeply impressed by the cordiality of his reception in the trade here and by the outlook for increased consumption of his specialty. He believes that the rose situation has now been stabilized in a manner satisfactory to the consuming industries, since the old line distillers are again able to offer their regular qualities under the familiar brands, while at the same time, prices of the flowers are controlled.

Compagnie Parento, Inc., under the competent direction of its president, Addington Doolittle, has been making rapid progress. It now has distribution branches in practically every important cosmetic center, including New York, Chicago, Detroit, Los Angeles, San Francisco, Seattle, and Portland, Ore. A Canadian affiliate, Compagnie Parento, Ltd., Toronto, Ont., is under the direction of E. C. Barton, and the company is also actively established in London, England, and Colombes, France.

To Act on "Colored" Orange Beverages

Secretary of Agriculture Henry A. Wallace has advised interested trades in a letter that the Department of Agriculture "has reached the conclusion that diluted orange

juice drinks, such as orangeades and similar beverages, which, through the use of artificial color, simulate orange juice, and the 'concentrates' or beverage bases from which they are prepared, containing yellow artificial color, are adulterated under the Food & Drugs Act in a manner which cannot be corrected by any form of labeling."

This letter, in effect, serves notice on the trade that Food and Drug Officials are about to proceed against all such artificially colored beverages. It may be pointed out the letter is not an official "ruling," since such rulings require the signatures of the three secretaries, Commerce, Treasury and Agriculture, but will serve as instruction to enforcement officials to begin a campaign on this class of beverages.

Lueders-Gutkind Case Settled

In our June issue, we reported the result of an appeal taken by George Lueders & Co., New York, from a judgment obtained against that company by Felix Gutkind of Malaga, Spain, on a sale of thyme oil. As the article appeared, it read as if the contentions of George Lueders & Co. as to adulteration of the goods had been sustained by the Court of Appeals. This should have stated that the Court of Appeals had merely ordered a new trial of the case so that the contentions of George Lueders & Co. could be received in evidence.

We also learn that Mr. Gutkind did not admit upon the trial that he had adulterated the product. As a matter of fact, all differences between the parties were completely cleared up when the case came up for retrial November 12. At that time an amicable adjustment was arrived at, and the matter has now been settled and disposed of on mutually satisfactory terms.

We are only too pleased to make this report in justice to both parties, and we regret if any unintentional injustice was done to Mr. Gutkind by the previous publication.

Introduces New Rouge At Cocktail Party

American Perfumers Laboratories, Inc., New York, gave a cocktail party at the Hotel Plaza, December 6, to introduce to the trade and the press a new product, "Rouge Supreme." An interesting microscopic demonstration of the character of the

new rouge was given and each guest received a generous sample in a handsome enameled case. The product, which was developed by W. Van Alan Clark, vice-president in charge of manufacturing for Allied Products, Inc., parent company, is made by a new process which the company states produces a much smoother texture, added strength against breakage and more brilliance of color.

Beauty editors from the leading magazines and newspapers and representatives of the trade press and the industry were present and enjoyed the hospitality of D. H. McConnell, Jr., president, and A. E. Mullen, general manager, and other members of the "Apli" organization.

Cronenweth Organizes New Company

A new company has been formed by H. E. Cronenweth at 2100 Penobscot building, Detroit, for a line of cosmetics to be sold under the name "Doraldina." The company will distribute its products on the West Coast under the name of Cosmetic Distributors Co., and throughout the East will be known as the H. E. Cronenweth Co.

Solinsky Goes With National Can

Robert S. Solinsky was elected assistant vice-president of the National Can Co., Inc., New York, at a recent meeting of its board of directors. Mr. Solinsky has been identified with the can industry for more than twenty-seven years, having started in his early youth with the American Can Co. and later joining the Continental Can Co., with which organization he has been affiliated for nearly twenty-five years. For a considerable period of time, Mr. Solinsky has been manager of central sales for Continental's general line in the entire Middle West territory.

"Bob" Solinsky brings to National Can Co. a wealth of experience in happy combination with a personality which has endeared him to innumerable friends in the trade far and wide.



Mr. Solinsky

C. M. Roper Appointed Division Head

C. M. Roper, assistant sales manager of the pharmaceutical and proprietary division of the Owens-Illinois Glass Co., has been made sales manager of that division to fill the vacancy created by Smith L. Rairdon when he was appointed Eastern sales manager. His headquarters have been moved into new offices in the Ohio Building in Toledo.



Mr. Roper

The policy of the Owens-Illinois Glass Co. in providing opportunities for the advancement of its employees is well illustrated in the career of Mr. Roper. He entered the employ of the Owens Bottle Machine Co. in a minor capacity in 1916 when the entire office payroll consisted of 35 people with three salesmen on the outside, and when the head office occupied comparatively small quarters in a Toledo office building.

Chilcott Heads Drug Section

James C. Chilcott of the Maltine Co., was elected chairman of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., at the annual meeting, held December 10 at the Hotel Pennsylvania, New York. Mr. Chilcott has been a member of the executive committee for several years. He succeeds Herman G. Weicker of Dodge & Olcott Co. Joseph A. Huisking of Charles L. Huisking & Co., was named vice-chairman; S. B. Penick, treasurer; and Ray C. Schlotterer, secretary. George Simon will represent the section on the directorate of the parent organization.

Reports of officers and committees were heard and the meeting closed with an address by Capt. F. X. Ebele, former Commissioner of Customs, who strongly opposed the reciprocal trade agreements, now being negotiated by the Administration with a number of countries.

Stablond Changes British Agent

The distribution in Great Britain of "Stablond" shampoos, manufactured by Stablond Laboratories, Ltd., has been transferred to J. C. Gambles & Co., Ltd., London.

American Laboratory Moves

The American Laboratory of Biochemistry and Endocrinology moved their laboratory and offices into larger quarters and are now located at 2700 W. Lake street, Chicago. This concern manufactures specialties and toiletries which include hormones and vitamins, which are incorporated by the use of special patented equipment. The new plant will be modern in every respect, including the use of homogenizing cream mixers, milling machinery and special vacuum devices.

Weston Joins Aromatic Products

Clifford L. Weston has become associated with Aromatic Products, Inc., New York, in a sales capacity. Mr. Weston has been in the



Mr. Weston

essential oil and aromatic chemical industry for a number of years, having been a director of Antoine Chiris Co., and later connected with Givaudan-Delawanna, Inc. He has many friends throughout the country, who no doubt will be interested to hear of his new connection.

Aromatic Products, Inc., is offering a line of aromatic chemicals which will be produced at its factory in Stamford, Conn. The New York laboratories are specializing in the creation of perfume odors for use in preparations of all types.

French Glass Co. Organized

French Glass Co. has been organized as a partnership by Jean Martin and André Griffon with headquarters at 175 Fifth avenue, New York, to act as agents for European glass houses, such as Baccarat, Choisy-le-Roi, Annebicque, C. Stölzle's Sohne. The lines include hand-made, machine-made and semi-automatic manufactured bottles.

Navarre on A.Ph.A. Committee

M. G. de Navarre, consultant and secretary-treasurer of the Allied Drug & Cosmetic Association, has been appointed to the A.Ph.A. committee on cosmetics.

Eddy Heads Insecticide Association

The Insecticide and Disinfectant Manufacturers Association closed its annual convention at the Waldorf-Astoria Hotel, New York, December 9 and 10, with the election of W. H. Eddy as president for the coming year. Mr. Eddy is connected with the Rochester Germicide Co., Rochester, N. Y. William Griesener, Black Flag Co., Baltimore, was elected first vice-president; Emil Klarman, Lehn & Fink, Bloomfield, N. J., second vice-president; John Powell, John Powell & Co., New York, treasurer, and John H. Wright, New York, secretary. The association discussed principally technical questions relating to insecticides and disinfectants. There were joint luncheons each day and the annual banquet at the Waldorf-Astoria the final evening.

Entertains Ex-President

Luis de Hoyos of Synfleur Scientific Laboratories, Monticello, N. Y., who is Mayor of Monticello and also a member of the Republican State Committee, recently entertained former President Herbert Hoover in Monticello, where the ex-president stopped after making his first important public address in the East since his retirement as president.

In the accompanying photograph are shown Mayor de Hoyos, Howard



Beecher, Republican county chairman, and ex-President Hoover.

Mr. de Hoyos has been a delegate to the Republican National Convention several times; and as his company does a nation-wide business, he is very much interested in national affairs. Accordingly, he and the former president had much in common to discuss in the long conference they had together.

Chicago Perfumers' Christmas Party

An air of Yule-time gaiety and enthusiasm pervaded the Crystal Ballroom of the Knickerbocker Hotel, December 12, when the Chicago Perfumery, Soap & Extract Association held its annual Christmas banquet. Unquestionably it was the gayest party in years and certainly appeared to be the largest. It was so large, in fact, that it dismayed certain members of the "Old Guard," who dislike crushes, regardless of how fashionable or worthy the cause. It was amusing to note how many sat out dance after dance watching the fun from the balcony, while the younger set whirled tirelessly on the dance floor.

The members and their guests had been asked for 7 P. M., and most of them arrived promptly, only to sip Martinis and nibble little hot sausages and other enticing hors d'oeuvres for an hour before sitting down for the banquet, for as every one knows, a Christmas party never starts on time. Only after the guests donned the festive paper hats that were generously provided in every color and shape imaginable, and the toy balloons began to burst amid the rattle and din of the endless variety of noise-makers, did the party get started in full swing.

The entertainment committee, headed by chairman C. A. Hammond and M. B. Vance, most certainly deserved the unanimous vote of thanks and appreciation extended by the assembly for the thoroughness of their plans and arrangements, as well as their clever selection of the entertainment program. It was unique in every feature and also a decided variation from former years. All of the stars were recruited from the WLS radio programs and were unstintingly generous in their response to the numerous encores that greeted their specialty numbers.

It might be mentioned that president J. H. Helfrich was responsible for the introduction of the radio feature of the program. Mr. Helfrich is not only an ardent radio enthusiast, but also knows quite a few of the radio performers personally. Through his efforts, the association was able to secure the appearance of Harold Safford, the program director of WLS, who acted as master of ceremonies, with a wealth of smart songs and witty repartee. He introduced Winnie, Lou and Sally, known as the Harmony Trio; the

Prairie Ramblers, including Patsy Montanno, the ever-smiling, sweet-voiced singer and yodeler; Cousin Chester, of minstrel fame, with several snappy tap dancers and acrobatic teams to round out the program. It is needless to mention that the entertainment committee had also given the cuisine their special attention. It was noted that every one stowed away a very enjoyable dinner before giving serious attention to the dancing, although it required quite some effort to resist the temptation of the "Hot Cha" Syncopating National Barn Dance Orchestra to do a few of the modern steps between the eats. The association always remembers the ladies and followed its annual custom of presenting each lady with a huge souvenir bag loaded with just about every product known in the toiletry and cosmetic line, donated by generous manufacturers.

Not until the lights went out in the Knickerbocker Crystal Ballroom and the adjoining Cocktail Lounge and the orchestra folded up its instruments well along toward dawn did the last dancers decide to call it a night and let the 1935 Perfumers' Christmas Party pass into history.

Simpson a New York Visitor

Charles T. Simpson, of the Schultz-Illinois Star Co., Chicago, Ill., was a recent visitor to New York City, where he spent a week calling on the trade in the metropolitan territory.

Willats Returns From Trip

H. P. Willats, president of Colonial Dames, Ltd., Hollywood, and Mrs. Willats have recently returned from an extended tour in Mexico.

Congratulating Mr. and Mrs. Kramer

Friends of Robert A. Kramer of Th. Goldschmidt Corp., New York City, will be interested to learn that a daughter was born to Mr. and Mrs. Kramer, November 19.

Marsek Opens Laboratory on Coast

F. A. Marsek, well-known to the cosmetic industry in the East and also on the Pacific Coast, has recently opened his new laboratory in Hollywood, for the manufacture of cosmetics.

Dr. Ittner Heads Chemical Engineers

At the recent convention of the Institute of Chemical Engineers, held in Columbus, Ohio, Dr. Martin H. Ittner, chief chemist of Colgate-Palmolive-Peet Co., was elected president. The other officers are Fred C. Zeisberg, vice-president; Frederic J. LeMaistre, secretary, and Charles R. DeLong, treasurer.

Allondon in New Offices

Allondon, S.A., La-Plaine, Geneva, Switzerland, has moved its New York office to 246 Pearl street; telephone, John 4-3742.

Marshall Laboratories Move

The Marshall Laboratories have removed their plant and office to 1243 South Wabash avenue, Chicago. They have taken an entire floor at that address with a floor area of about five thousand square feet. This enlarged space will permit the manufacturing of toiletries on a larger scale than heretofore.

Ogilvie Appoints Canadian Agents

Ogilvie Sisters, New York, hair and scalp preparations, have appointed A. McKim, Ltd., Toronto, as their Canadian advertising agency, and Lillico, Ltd., as Canadian sales agents. Lou Huntington is handling the drug field in New York and vicinity.

Marsh Soap Company Moves

The George E. Marsh Soap Co., for more than 75 years located at Lynn, Mass., has moved its headquarters to Cambridge, Mass. The company manufactures a complete line of household soaps, including "Good-Will Soap," which has gained wide acceptance among New England consumers.

Appoints Chicago and California Agents

Furman - Weiland Associates, Inc., New York, have just appointed representatives in the Chicago and Far Western territories. Harry Hedlund has been appointed Chicago representative with offices at 2323 Giddings street, and Weaver & Baker will act as Pacific Coast agents, operating from their offices in Los Angeles.

William L. Crounse

William Livingston Crounse, for many years representative in Washington of the National Wholesale Druggists Association and the Associated Manufacturers of Toilet Articles, died at his home in that city November 21, at the age of 74. Mr. Crounse was born in Milwaukee, attended public schools in Washington and was graduated from Harvard in 1884. He entered newspaper work for some time, heading the Washington bureau of the New York *World*, and acting as correspondent for several trade papers in the drug and allied fields. He became Washington representative for the N.W.D.A. in 1914 and thereafter devoted his efforts entirely to trade association work until his retirement about three years ago. He was a member of the Harvard Club, National Press Club and Congressional Country Club. Surviving is his widow.

Carl A. Nowak

Carl A. Nowak, chemist and authority on flavors, died November 29 in St. Louis, at the age of 48. He was at one time secretary of the Master Brewers Association, and was also the author of several textbooks, among them being "Non-Intoxicants," an excellent work on flavors.

Augustus B. Byam

Augustus B. Byam, retired soap manufacturer, died at his home in Somerville, Mass., November 11, at the age of 86. Mr. Byam spent his youth in Charlestown, Mass., where at an early age he entered his father's soap manufacturing business, known as Ryan & Byam. He succeeded his father as head of the company, retiring in 1905. He leaves his widow and one daughter. Funeral services were from his home on November 14 and interment was at Mount Auburn Cemetery.

John Marshall Young

John Marshall Young, assistant to the president of the American Can Co., died at Mt. Sinai Hospital, New York, December 1. He was born in Staunton, Va., in 1872 and began his career in the steel rolling mills in the vicinity of his home. When the American Can Co. was organized in 1901, he was manager of Norton Bros., Whitestone, L. I., one of the original can manufacturing companies, and was brought into the organization

by H. W. Phelps, now president of American Can.

For forty-five years, Mr. Young specialized in research in the canning industry, particularly on foodstuffs. He worked out the first vacuum can for packing coffee and many other developments which found a place in the food packing industry.

Funeral services were held in New York, December 2, and interment was at Staunton, December 3.

Jean Morel

We record with deep regret the recent death in Grasse of Jean Morel, son of Paul Morel, one of the partners of the house of Lautier Fils.

William Kropff

William Kropff, founder and for many years head of the "4711" organization in the United States, died at his home in New York City, December 8,



*The Late
Wm. Kropff*

at the age of 84. Mr. Kropff, one of the most widely known and best liked men in the toilet preparations industry, was born in Germany in 1851. He was educated as a chemist and became associated with the firm of Ferdinand Mulhens of Cologne, makers of the famous "4711" line of soaps and toiletries.

In 1878, Mr. Kropff was sent to America to handle the growing business of the line in this country. Here he established a branch office and founded the firm of Mulhens & Kropff. For a time, this company acted only as sales agents, but in 1889 it began the manufacture of the "4711" cologne and soaps in a plant in Jersey City. Mr. Kropff handled the business as a managing partner until 1920 when it was incorporated and he became its first president.

In 1931, the company was reorganized under the name Ferd. Mulhens, Inc., and Mr. Kropff became chairman of the board, retaining that position until his retirement the following year. For many years he was active in association work as a member of the old Manufacturing Perfumers Association,

which later became the Associated Manufacturers of Toilet Articles, and until very recently has been an annual attendant at the conventions of these organizations.

Surviving are his widow, Mrs. Clementine L. Kropff, and four sons, William E., Alfred H., Walter E., and Victor A. Kropff. Funeral services were held at Campbell's Funeral Church, December 11, and interment was in Woodlawn Cemetery.

Uphold Florida Beauty Shop Law

Circuit Judge Paul Barnes has handed down a decision upholding the Florida state law creating a board of beauty culture examiners and regulating the operation of beauty parlors.

The decision came about as a result of the case of the Chez Marie Beauty Shop of Miami which obtained an injunction against the operation of the law. The decision handed down by Judge Barnes dissolved the temporary injunction and held the complaint to be without equity.

Further attacks on the law are not anticipated by members of the Florida Beauticians Association.

McK. & R. October Sales

McKesson & Robbins, Inc., Bridgeport, Conn., reports net sales of \$12,207,098 for October, 1935, as compared with \$11,236,658 for October, 1934, an increase of \$970,439, or 8.64 per cent.

Sales for the first ten months of 1935 aggregated \$107,431,984 as compared with \$102,297,222 for the corresponding period of 1934, an increase of \$5,134,762, or 5.02 per cent.

Forvil Enters British Markets

Forvil perfumes are highly reputed in France, their country of origin, where they command good sales. They are little known to English women. A big advertising campaign is being planned for increasing the demand for Forvil products in Great Britain. Trade press advertising will be effected through the Middleton Advertising Service, Ltd., and will be followed by a national campaign of consumer advertising. Distribution of the Forvil products will be entrusted to Thomas Christy & Co., Ltd., a well-known firm of manufacturing wholesale chemists.

IMPROVING PRODUCTION

By **RALPH H. AUCH, A. B., Ch. E.**

DO THE EMPLOYEES KNOW?

The factory personnel is largely made up of unskilled labor that requires relatively little training, it is true. However, some information is owed them for their safety and some information imparted to them will save any manufacturer money.

Just two cases of each here. A boy with a rivet through his index finger required first aid the first day of his employment. Wasn't there other work he could have been put at until he became acclimated? A workman making a specialty in which oxalic acid is used was quite careless. How long had he been on the job? Eight years! Did he know oxalic acid is poisonous? No!

A certain perfume oil was purchased in five-lb. bottles and 4¾ lbs. per batch of cream was the correct quantity to use. The worker dumped in a full five-lb. bottle.

Workers as they dropped plastic bottle or jar caps let them lay to be trucked over and ruined or to be swept out. Apprised of the costs, which were to them so surprisingly high, the workers concerned became more careful. There are wonderful possibilities in a little instruction or information.

POLISHING THAT SOLUTION

Brilliantly clear liquids always have a greater value marketwise than apparently clear liquids that lack sparkle and brilliance. This fact is well recognized in this industry, perhaps too well recognized, so that the filtering operation may be too well done. Sounds paradoxical?

This polishing operation is merely one of complete filtration to remove microscopic particles of either immiscible liquids or solids, or both, that are dispersed throughout the liquid. Perhaps too dense a filter paper or mat is being used or a filter aid with needlessly small pores is employed. This may possibly be checked into profitably.

A more open textured paper or dif-

ferent filter aid may give an equally brilliant filtrate and a greater rate of flow, or the filter medium may not require replacement as frequently, or both.

GLASS MAKERS ARE ON THEIR TOES

Earlier the small manufacturer had to pack his specialties in jars and bottles which smelled of the drug store prescription counter. The few other styles were largely discontinued, obsolete, private mold atrocities.

Today the equivalent in beauty and practicability of private molds is available without the restriction of the large initial order or a private mold outlay. Of course, the small manufacturer enjoys no exclusive franchise.

The bottle and jar makers are to be complimented for the artistry and attention-arresting qualities of their creations. The small specialty manufacturer is missing an opportunity if he doesn't capitalize on the ware that is available to re-style and modernize his package.

WHAT PRICE PROGRESS

Two soap plants were visited recently. In the small one, some of the equipment was old and some was more or less obsolete, but all was clean and in good working order. In the soap framing department, the frames were old and some wouldn't likely hold shelled corn. As the frames were stripped off, white parchment paper bag liners were observed to be used. These liners left the whole frame a beautiful mass of usable soap and eliminated caulking before pouring. The cutting tables, too, were so set that the frame cut to a minimum of waste.

In the large plant, the equipment was the last word. Some of the milled soap machinery was so new and so novel that all the bugs had not yet been gotten out. A mechanic was still in constant attendance. It was indeed a picture of cleanliness, orderliness and efficiency.

It was a different picture in the framing department. As the frames were stripped, two men were obliged to laboriously and painstakingly scrape off the rust, etc., from the surface. What a needless volume of dirty scrap!

The cutting was relatively wasteful, too, but conveyors were provided to efficiently return the scrap to the remelter. On the other hand, the small manufacturer used no frame covers, whereas the large one had an ample supply of freshly laundered ones that were religiously placed over each freshly poured frame.

Such observations as the above don't make sense. Either there are still a few bull-headed production men left or else there is not enough intercourse and exchange of ideas between them. Possibly it is an instance of one-half the soap and cosmetic world not knowing how the other half lives and works.

MORE ABOUT TUBES

There has been much ado about automatically lining up the decorations on collapsible tubes so that the panels are in line with the flattened and clipped or crimped end. It is accomplished, of course, by the ingenious use of photo-electric cells.

Such equipment is reserved for the largest manufacturer and this column is dedicated primarily to the smaller ones. So what?

Simply this! It would appear to be far more important to the consumer to have any flat or ribbon tube opening lined up with the flattened end for convenience in use. This is up to the tube manufacturer. If he lines up the opening with the decoration, the tube, on being filled, will have the flattened end lined up, whether by the electric eye or the twinkling eye and deft hand of some blonde factory girl.

If some large consumer of tubes, i.e., large cosmetic manufacturer, gets insistent, the tube manufacturer will find a way. Thus tubes properly made will be available to the large and the small user alike.

CANADIAN NEWS and NOTES



Canadian Perfumers Hold Annual Winter Convention

The Association of Canadian Perfumers and Manufacturers of Toilet Articles held its annual winter convention at the Royal York Hotel, Toronto, December 2. Virtually the entire Toronto membership was present as well as a large delegation from Montreal and a number of guests from the industry in the United States. Following an executive session for members of the board of governors,

President Robert Carr called the general meeting to order and presented a brief report of the association's activities since the last annual convention in June.

Reports of the secretary and treasurer were heard, as well as those of several standing committees, that on membership in particular, bringing a round of applause since it showed no losses and the addition of several members during the last six months. J. R. Kennedy, in presenting this report, said that practically every perfumer in the

Dominion was now a member of the association and that many in the supply trades were availing themselves of the opportunity for membership.

The principal business of the session was a discussion of the excise tax on toilet preparations, amounting to 10 per cent in addition to the regular Canadian sales tax of 6 per cent. This makes an almost intolerable burden and the association is doing its utmost to have it removed or reduced. The brief, prepared by the legislative committee under the chairmanship of Thomas Haugland, was read in his absence by G. L. Creighton, a member of the committee, and after some discussion was accepted by the association. Plans for the presentation of the brief by the committee and for a personal conference with the Commis-



Convention Banquet of Canadian Perfumers at the Royal York, Toronto, December 2

sioner of Excise at Ottawa were discussed and numerous valuable suggestions were made.

More than one hundred members and guests attended the luncheon, at which group singing as well as special entertainment by members and by professional talent were enjoyed. At the luncheon the new members were introduced and brief talks were made by President Carr, J. R. Kennedy, Jack Deegan, W. C. A. Moffatt, editor of *Drug Merchandising*, and S. L. Mayham, editor of *THE AMERICAN PERFUMER*.

The afternoon session was devoted to an informal but spirited discussion of the price cutting situation, which was thoroughly considered from all angles, although the by-laws of the association prohibit formal action by the organization on this type of problem. The discussion was led by T. A. McGilivray, Lloyd Linton, J. R. Kennedy, "Mike" Carmichael and G. L. Creighton. Formal announcement of the plans for the annual convention was made at this session and, as anticipated, the place will be Lucerne at a date to be set by the committee.

The evening was devoted to the banquet in the Grand Ballroom of the Royal York. Splendid music and entertainment were provided by the committee under the chairmanship of Norman S. Dahl. A feature of the affair was the formal cutting of the Seventh Birthday Cake of the association by a committee consisting of the past presidents and their representatives. Dancing followed and the party broke up at an early hour.

Montreal Section Hears Dr. Bourne

Though known from primitive times, anaesthesia has made such important strides since the beginning of the chemical era that one need no longer fear it, Dr. Wesley Bourne, chief anaesthetist at the Royal Victoria Hospital, told a dinner meeting of the Montreal branch of the Canadian Perfumers' Association in the Corona Hotel, November 29.

Dr. Bourne then went on to differentiate between the different forms of anaesthetics—general, local and spinal—the methods of administration and their effects, both beneficial and harmful, on various parts of the body. Nitrous oxide (laughing gas) and ethylene, which are gases, and the vol-

atile liquids, ether and chloroform, are inhaled, he stated, while avertin, which is solid, and which is being used more and more of late, must be injected in solution.

NEW COMPANIES

American Ideal Cosmetic Co., 253 Congress avenue, New Haven, Conn., cosmetics. Organized by Edward C. Gerard.

De Maris Laboratories, Inc., New York, toilet preparations, \$2,000. Incorporators: Betty Groman, Hotel St. George, Brooklyn, N. Y.; Lillian Schaupen, 550 Warwick street, Brooklyn, N. Y.; Alexander Ely Scheer, 1117 Gerard avenue, Brooklyn, N. Y. Filed by Maxwell G. Cutler, 11 W. 42nd street, New York City.

Garford Laboratories, Inc., New York, cosmetics, \$20,000. Filed by B. Robbins, 25 Warren street, New York.

Guild Laboratories, Inc., New York, perfumes, toilet articles, 50 shares no par value, 150 shares no par value. Filed by Abraham D. Siegel, 274 Madison avenue, New York.

K-O Laboratories, Inc., New York, cosmetics, 19,000 shares preferred, 10 shares common, no par value. Filed by Deane Ramey, 1450 Broadway, New York City.

La Fain, Inc., Buffalo, N. Y., cosmetics, \$20,000. Incorporators: L. G. Fain, 2089 Main street, Buffalo, N. Y.; Bradley H. Phillips, 75 Penhurst Park, Buffalo, N. Y.; Louis Borinsky, 234 Crescent avenue, Buffalo, N. Y. Filed by Falk, Phillips, Twelvetees & Falk, Buffalo, N. Y.

Lip-Rouge Laboratories, Inc., New York, cosmetics, 200 shares no par value. Filed by Goldstein & Senfeld, 225 Broadway, New York.

Macmor Co., Inc., New York, syrups, extracts, 10,000 shares preferred, 25,000 shares common. Filed by Jas. F. Doyle, 27 William street, New York.

Metro Research Laboratories, Inc., New York, soaps, 200 shares no par value. Filed by Safir & Kahn, 521 Fifth avenue, New York.

Modern Cosmetic Co., Inc., New York, perfumeries, toilet powder and toilet articles, \$10,000. Incorporators: Zelma Cohen, 307 Pulaski street, Brooklyn, N. Y.; Sare Ballin, 508 Williams avenue, Brooklyn, N. Y.; Rose Springer, 2160 Wallace avenue, Bronx, N. Y. Filed by Abraham H.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to
THE AMERICAN PERFUMER

Trade Marks Under Unfair Competition Act of 1932

"Lavie." Perfumes, household drugs, dentifrices, cosmetics and toilet preparations. Alfred F. Collins, trading as Lavie Perfumers, Toronto, Ont.

"Barsalou" and "Dollard." Soap. J. Barsalou & Cie Ltd., Montreal, Que.

"Darlene." Toilet preparations. Alfred F. Collins, trading as Darlene Perfumers, Toronto, Can.

"Nacel." Facial tissues. National Cellulose of Canada Ltd., Toronto, Ont.

"Martha Bell." Toilet preparations. Romeo Parent, trading as Compagnie des Produits Familex, Montreal, Que.

"Lanodol." Cosmetic and pharmaceutical preparations. H. Th. Boehme, A.G., Chemnitz, Saxony, Germany.

Patents

354,116. Vanity case. Kreiser Stern Co., Inc., New York City, assignee of Jacques Kreiser, New Rochelle, N. Y.

Industrial Designs

Container or box, rectangular in shape, designed for use as a container for manicure preparations. L'Onglex Co. Ltd., Montreal, Canada.

Combination powder box and perfume receptacle. Wertheimer Freres, Paris, France.

Lee, 51 Chambers street, New York.

Parfums Soubise-Paris, Inc., New York, cosmetics, \$10,000. Filed by Abraham B. Hertz, 2 Lafayette street, New York.

Walker-Eberhard, Inc., New York, cosmetics, 200 shares no par value. Incorporators: L. M. Ricca, 576 E. 31st street, Brooklyn, N. Y.; W. McKelvey, 227 W. 45th street, New York; A. Spitzer, 225 Broadway, New York. Filed by D. Ramey, 1450 Broadway, N. Y.

THE BOURJOIS DECISION

THE following is the complete text of the decision of Judge John Knight in U. S. District Court in the matter of *Bourjois vs. Collector of Internal Revenue*. The decision is a sweeping one in favor of the government's contentions. In it Judge Knight holds that the excise tax on transactions between inter-related companies must be paid on the basis of a "fair market price" and that in this instance the Collector was correct in fixing the price at which the first sale was made outside the chain of Bourjois companies as the "fair market price" on its transactions. Attorneys for Bourjois announce that an appeal will be taken.

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF NEW YORK

BOURJOIS, INC.,

Plaintiff,

[Law

v.

1559 A]

GEORGE T. MCGOWAN, individually and as
COLLECTOR OF INTERNAL REVENUE,
Defendant.

Appearances: Mark Eisner; attorney for plaintiff; George R. Fearon; Ferdinand Tannenbaum, of Counsel.

Frank J. Wideman, Assistant Attorney General; Andrew D. Sharpe, Clarence E. Dawson, Frederic C. Rita; Special Assistants to the Attorney General.

George L. Grobe, United States Attorney; Goodman Sarachan, Assistant United States Attorney; of Counsel; for Defendant.

KNIGHT, District Judge: This suit is brought to recover \$13,918.39 paid by the plaintiff as additional tax on cosmetic and toilet preparations for the month of September, 1932.

The plaintiff was incorporated in 1929, under the name of International Perfume Company. A change to the present name was made in 1930. Barbara Gould, Ltd., a corporation engaged in manufacturing beauty and treatment lines, was legally merged with plaintiff on August 9, 1932. On the last-mentioned day, Bourjois Sales Corporation and Barbara Gould Sales Corporation were incorporated. The plaintiff at all times since August 9, 1932, has been the owner of all the issued and outstanding stock of Bourjois Sales Corporation and Barbara Gould Sales Corporation and the owner of all of the brands, trade-marks and formulas used

and employed in connection with its business of manufacturing toilet preparations and cosmetics. The greater part of plaintiff's production was sold to the above-named sales corporations, the balance being sold to a limited number of foreign corporations operating in foreign markets. The plaintiff sold its products to the two sales corporations at the cost of manufacturing, including the cost of containers, labels and things of like nature, plus 1½ per cent, plus 10 per cent, plus the tax.

Under Section 603 of the Revenue Act of 1932, a tax is imposed on articles of the type manufactured by the plaintiff equivalent to 10 per centum of the price for which such goods are sold. On certain items the tax is reduced to 5 per centum of the selling price, but for convenience the tax will be referred to as a tax of 10 per centum. Plaintiff paid such tax computed on the price at which it sold its products to the domestic and foreign sales corporations.

Section 619 (b) (3) of the above-mentioned act provided as follows: "If an article is sold (otherwise than through an arm's length transaction) at less than the fair market price, the tax under this title shall (if based on the price for which the article is sold) be computed on the price for which such articles are sold, in the ordinary course of trade, by manufacturers or producers thereof, as determined by the Commissioner." The Commissioner of Internal Revenue determined that the plaintiff's sales were made at less than the fair market price, through transactions at less than arm's length. He thereupon determined that the price at which the sales corporation sold the plaintiff's products constituted the price for which such articles are sold, in the ordinary course of

trade, by manufacturers or producers thereof. He computed the additional tax, now in litigation, by applying the rate of tax, fixed by Section 603, to the difference between the amount secured by the plaintiff as the result of its sales and the amount received by the sales corporations on resale of the goods. Plaintiff paid this tax, subsequently filing a claim for refund. It is asserted that such additional tax was not collected by plaintiff from its customers.

Plaintiff claims that its sales to the sales corporations were at a fair market price inasmuch as articles made up of similar ingredients are sold at that price, in the ordinary course of trade, by other manufacturers and producers, and, therefore, that Section 619 (b) (3) has no application to its transactions and the Commissioner erred in levying the additional tax. The government contends that the alleged sales to the sales corporations were not "arm's length" transactions; that they were made at less than the "fair market price," and that the Commissioner properly determined the price at which such products are sold, in the ordinary course of trade by manufacturers and producers thereof, and properly computed the tax on that basis.

The government cites Section 601 (a) and 240 of the Revenue Act of 1926 as supporting the position taken by the Commissioner. Section 601 (a) of the Revenue Act of 1926 provided that when the manufacturer sells articles of the kind in question here to a corporation affiliated with it within the meaning of Section 240 of such Act "at less than the fair market price obtainable therefor, the tax shall be computed on the basis of the price at which such article is sold * * * by such affiliated corporation." Section

240 of the same Act brings these two sales corporations within the term "affiliated" as included in Section 601 (a). The government claims that these sections of the Act of 1926 are not inconsistent with Section 619 of the Act of 1932 and therefore were not repealed; that Section 619 of the last-mentioned Act was intended to cover not only transactions covered by Section 601 (a), but also other transactions arising from time to time not specifically falling within the narrower provisions of the latter Act. If the sections are not inconsistent one with the other, the earlier ones are not repealed. Section 627 specifically so provides with respect to all provisions of law applicable in respect of the taxes imposed on articles enumerated in Section 600 of the Act of 1926. Neither Section 601 (a) nor 240 (c) of the 1926 Act has been specifically repealed by the Act of 1932.

Section 601 (a) and Section 619 (b) (3) provide different methods for computing the tax. One makes the price at which the article is sold by the affiliated company the basis; the other uses for a base the price charged by manufacturers or other producers, in the ordinary course of trade. There was no reason to retain the old provisions unless it was intended to impose the tax as theretofore and that is denied by the fact that the Act of 1932 fixed a new basis of taxation. The ruling of the Treasury Department in 1932 (S.T. 617, C.B. Dec. 1932, p. 513) recognizes that Section 619 (b) (3) is applicable to sales between corporations such as those involved here. Under this Ruling the Department held that these corporations were recognized as separate entities and assessable the same as though not affiliated, and it would then follow, if the transaction were at arm's length between corporations or at a fair market price, Sections 603 and 619 (a) only would apply and if not at arm's length and not at a fair market price, Section 619 (b) (3) would also apply. Sections 240 (c) and (601) (a) of the Act of 1926 must stand or fall with respect to their consistency with the provisions of the Act of 1932. Under the Act of 1932, there would be no distinction made between corporations such as those involved here and corporations not so related where the transactions were not at arm's length. Since the Act of 1932 is broad enough to include transactions between corporations such as these, it seems to me it was the intent to include transactions of the kind involved, and, if that is so, the tax must be imposed as provided by 619 (b) (3). It is my view that Section 601 (a) of the Revenue Act of 1926 is not applicable to the taxes imposed in this case, since Section 619 (b) (3) is intended to cover transactions formerly covered by Section 601 (a).

If a sale is at a fair market price, or if it is at arm's length, the tax is assessed, under Section 603, at 10 per cent of the sale price, allowing for the modification made by Subdivision (a) of 619 (that is, including

packing and less the tax charge), and also allowing deduction for transportation, etc., as determined by the Commissioner. If the sale is not at arm's length, Section 619, Subdivision (b) (3), applies, but only in the event that such sale is at less than the fair market value.

Sales between a manufacturing company and sales corporations in which such manufacturing company owns all of the stock are not ipso facto ("not at arm's length"). Whether they are not at arm's length raises a question of fact. That such sales are prima facie "not at arm's length" is recognized by the ruling of the Treasury Department on the Revenue Act of 1932 (S.T. 617, C.B. Dec. 1932, p. 513). Pointing out the purpose of 619 (b) (3) and that Congress "apparently foresaw the probability of the creation of corporations having identical interests," it is stated: "Viewing the statute in this light, it must be presumed that Congress did not intend to have two or more affiliated corporations recognized as a single entity for manufacturers' excise tax purposes." However, upon the facts shown in this suit, it seems to me that there is a presumption that the transactions in question were not at arm's length.

Prior to the merger plaintiff and Barbara Gould, Ltd., manufactured articles having established and well known trade names and each had an extensive business built upon such its distinctive name. Price lists of both Bourjois, Inc., and Barbara Gould, Ltd., were put out effective June 21, 1932. After the merger plaintiff held the ownership and title to all of the brand names, trade-marks and formulas used and employed in connection with the articles manufactured by both Bourjois, Inc., and Barbara Gould, Ltd. In August, 1932, two sales corporations were organized, and the business done by them was almost entirely the sale of the plaintiff's product. In September, 1932, the sales corporations sold the same articles theretofore advertised and sold by Bourjois, Inc., and Barbara Gould, Ltd., at the same prices at which they were previously advertised and sold by the latter two corporations. Sales to the sales companies were at a price fixed by taking the cost of manufacture plus 1½ per cent of such cost, plus 10 per cent, plus the tax. Except for the keeping of separate books of account, the business of the three corporations was carried on largely as the business had been prior to September, 1932. The same business location and quarters were utilized. The same employees as theretofore continued in employment. The sales manager for both sales corporations continued as assistant treasurer of the three corporations. It seems to me that the presumption that these transactions were not at arm's length has not been met or overcome. In law it resulted in nothing more than carrying on the old business by a changed method.

Were the sales to the sales corporations

made at a fair market price? It is claimed by the government that these articles are highly specialized, that they have a price peculiar to themselves by reason of plaintiff's monopoly of them and by virtue of their trade names, Bourjois and Barbara Gould, and that the fair market price, as it must be arrived at under the circumstances shown, is the price for which they were sold by the sales companies and the price at which, shortly prior to September, 1932, they had been sold by the plaintiff. Plaintiff claims not only that the sales were made at a fair market price but also that the price at which its products were sold was the price at which such articles are sold, in the ordinary course of trade, by manufacturers and producers thereof.

Market price is often defined as the price at which a seller is ready and willing to sell and a buyer ready and willing to buy in the ordinary course of trade. This rule of value is the same as provided in Section 619, Subdivision (b) (3). Several manufacturers of cosmetics and perfumes testified as to the fair market price of plaintiff's products and fixed such price as less than or comparable with the price charged the sales corporations by the plaintiff. The testimony of these witnesses is, in effect, that articles made for a similar purpose by various manufacturers are composed of substantially the same ingredients and that the cost of manufacture is substantially the same. Having in mind these costs and the item of reasonable profit they are able to say what they think the fair market prices are. Whether these articles are such that a comparative estimate of market prices can be made or whether no such comparison can be made as a basis of fixing fair market price, where plaintiff sells under well established trade-marks and brands and has what, for all practical purposes, is a monopoly by virtue of such trade-marks and brands, the court will take judicial notice that a great volume of business is done in reliance upon or belief in the product of particular producers. Initial reliance is often shaken by results, but where a concern has manufactured a useful and pleasing article for a number of years under the same brand name or trade-mark, public satisfaction with the article is demonstrated. People do not long do business at a loss. Continued business must mean continued sales. Bourjois, Inc., is a well known and well recognized manufacturer of perfumeries and cosmetics. The sale of its products reached such proportions that in September, 1932, assessment of the tax in question disclosed a business of upwards of \$100,000 for a single month. The evidence shows that the retail prices of perfumes and cosmetics made by different producers vary largely in amount and that such prices also vary largely from the cost of manufacture. One witness testified that there were large variances in such prices where only perfume was added to a cream and a container has been changed, both involving little additional cost. This witness ex-

plained such differences on the theory that the prices are dictated by one who has a monopoly on the sale. Bourjois products are bought, because they are Bourjois made. Bourjois has a monopoly on the cosmetic and perfume business under that name. It is true the initial cost of manufacture is comparatively small, but people buy Bourjois products on their reputation with slight regard to prices paid. Bourjois products doubtless can be duplicated by other manufacturers. Their parts and proportions are easily determinable. Other manufacturers may put on the market the same products as Bourjois, Inc., but they cannot be sold under the names Bourjois, Inc., and Barbara Gould. While they may sell the same article insofar as constituent parts are concerned, they are not the same articles as sold by the plaintiff by reason of the fact that they are not represented to be plaintiff's products. There is no evidence that any one else sold articles of the same ingredients as those manufactured by the plaintiff. It was stated by one witness that articles, similar in nature, which cost the same amount to manufacture may, on account of the trade names or brands under which they are sold, bring widely divergent prices, and further that when a manufacturer has built up a demand through the acquisition of a clientele or following, the price charged may be "whatever the traffic will bear."

Plaintiff's monopoly on the use of its trade name is a valuable right. Testimony introduced by the plaintiff indicates that the value of such right is predicated on advertising. Because of highly competitive condition of the market, if advertising of the goods were discontinued, sales and the value of the monopoly of the use of the trade names would rapidly approach the vanishing point. Plaintiff itself does no advertising. It is merely a manufacturing corporation. The price at which it sells to the sales corporation includes no charge to offset advertising and promotion expense. For this reason plaintiff asserts that it is in a class with manufacturers who produce similar articles regardless of trade name. It was not intended that the cost of advertising and promotion of sales should be included in arriving at the price on which the tax should be computed. It would seem, therefore, that the fair market price of the plaintiff's products should be arrived at by comparison with prices charged by other manufacturing companies not engaged in sales promotion. Other manufacturing companies' prices being similar and similarly arrived at, the plaintiff's selling price would seem to be the fair market price and the proper basis for computing the tax. On such a finding, it would not matter that the sale was not at arm's length, and we would have no further concern with the price charged by the sales companies on resale of the goods.

However, the preceding finding fails to take into consideration the fact that the plaintiff is the sole stockholder in the sales

corporation, controls the policies thereof and dictates the prices at which they shall resell the plaintiff's products. A corporation and its stockholders are generally to be treated as separate entities. *Cannon Mfg. Co. v. Cudahy Co.*, 267 U. S. 333; *Burnett vs. Commonwealth Improvement Co.*, 287 U. S., 415. Ordinarily corporations are to be regarded as separate entities even though their stockholders are the same or when one corporation owns all of the stock of the other. However, the fiction of separate identity will be not adhered to when one corporation, organized, owned and controlled by another, is so managed as to make it merely an instrumentality or adjunct of such other corporation. *Gregory v. Helvering*, 293 U. S. 465; *Northern Securities Co. v. United States*, 193 U. S. 197; *Martin v. Development Co.*, 240 F. 42; and *In re Watertown Paper Co.*, 169 F. 252. "The objects of the statute are not to be defeated by mere forms of transactions." *Metropolitan Holding Co. v. Snyder*, 79 F. (2d) 263. Such is the situation in the instant case. The sales corporations were organized and all stock therein is owned by the plaintiff. There could be no other finding than that the plaintiff controls the policies of the sales corporations and dictates the prices at which their sales are made. The sales corporations were merely agents of the plaintiff.

Palmolive Manufacturing Co. (Ontario) Ltd. v. The King, Canada Law Reports 1933, 1931. Sales by the sales companies were really sales of the plaintiff. Advertising and sales promotion, ostensibly carried on by the sales corporation, were, indirectly, the work of the plaintiff. Bourjois, Inc., from whom alone Bourjois and Barbara Gould products can be obtained, is thus found to be selling its products at the prices charged by the sales corporations.

Many staple articles have market values which may be established as the result of sales of similar articles. The market value of Bourjois, Inc., products cannot be determined by comparison with the values of other perfumes and cosmetics. Their market value is the value which they bring in the market. As was said in *Poppenberg v. Owen & Co.*, 84 Misc. 126, aff'd 221 N. Y. 569: "The price the defendant established was the price that controlled. So we have a special article of manufacture handled only by, and exclusively by, the defendant." There is no market price for plaintiff's product other than the price fixed by the plaintiff. In such cases that price must be said to be the "fair market price" for the purpose of taxation. The *Pierce Arrow Car Co. v. United States* (Court of Claims No. D488, Opinion June 3, 1935).

What was the price fixed by plaintiff for its products? Was it the price charged to the sales corporations or the price charged by the sales corporations? The plaintiff sold goods at the former price only to the sales corporations, which were owned by plaintiff and whose profits were profits of plaintiff, and

to a limited number of foreign corporations operating in limited foreign markets. At no time did plaintiff offer to sell its merchandise to the wholesale trade generally at the prices charged to its sales corporations. The plaintiff itself made no sales in the open market. Thus there is no basis for determining the market value of its products except by looking to the price at which the goods were sold by the sales corporations. Such prices were determined by the plaintiff, since plaintiff, the owner of such sales corporations, must necessarily dictate its policies and prices. The plaintiff, therefore, made the first offer of its goods to the public at the prices charged by the sales corporations. This was the selling price fixed by the plaintiff, the manufacturer. This was the price which must be regarded as the fair market value for the purpose of taxation. The price at which the plaintiff sold to the sales corporations was less than the fair market price. The Commissioner having reached that determination, it devolved upon him, under Section 619, Subdivision (b) (3), to determine the price for which such articles are sold in the ordinary course of trade by manufacturers or producers thereof. The Commissioner properly determined that the price at which the goods were sold by the sales corporations was the price at which the goods are sold in the ordinary course of trade, by manufacturers or producers thereof, and the price on which the tax should be computed.

The law is well settled by a long line of decisions that, in the absence of fraud, a taxpayer may utilize any legal method to escape payment of a tax. *Gregory v. Helvering*, supra; *United States v. Isham*, 84 U. S. 496; *Chisolm v. Commissioner*, 79 F. (2d) 14, *Certiorari denied* Nov. 11, 1935; *Jones v. Helvering*, 71 F. (2d) 214; *Eaton v. White*, 70 F. (2d) 449; and *Iowa Bridge Commission v. Collector of Internal Revenue*, 39 F. (2d) 777. Plaintiff had the right to organize the sales corporations in an attempt to lessen the taxes assessable against it. The fact that plaintiff owned all of the stock of the sales corporations does not affect their right to incorporation and separate existence. The purpose behind their organization is of no moment. The court is interested in determining what the statute was intended to reach and, having found on that point, in determining whether the acts of the taxpayers, designed to carry it without the operation of the statute, were sufficient to accomplish such a result. *Gregory v. Helvering*, supra. Section 603 was designed to tax the actual manufacturer's selling price. Section 619 (b) (3) was passed to prevent taxpayers from dodging payment of the tax by means of artificial transactions designed solely for that purpose. Sections of the Revenue Act of 1926, cited hereinbefore, are evidence that the intent of the Congress was to reach the actual manufacturer's selling price regardless of any attempt of the taxpayer to hide such price through transactions with dummy affiliates or artificial price manipulations.

This litigation arises from plaintiff's attempted concealment of its selling price through the organization of the sales corporations. Having found that the transactions in question between the plaintiff and the sales corporations were not at arm's length and that the price at which the articles were sold to the sales corporations was not the fair market price, the conclusion follows that the method by which the plaintiff determined its selling price was a mere cover and a fraud upon the government. In fact, a part of the plaintiff's actual selling price was included in the sales price of the sales corporations. In collecting such portion of the plaintiff's selling price, the sales corporations were mere agents of the plaintiff.

As heretofore pointed out, Section 619 defines certain things to be included in the price and certain things which are or may be excluded. Packaging and charges incident to it are added. The amount of the tax is excluded. "Transportation, etc., or other charge (not required by the foregoing sentence to be included) shall be excluded from the price only if the amount thereof is established to the satisfaction of the Commissioner in accordance with the regulations." When the Act of 1932 was being considered in Congress, it was stated by the introducer that the selling cost was not intended to be added. This was in answer to an inquiry as to whether the manufacturer's price included salesmen's commissions. If the sales corporations are to be construed as a salesman selling on commission, the corporations' extra charge might be excluded from the tax. Sales by these sales corporations mean more than sales by single salesmen. Sales corporations themselves employ salesmen. Sales corporations take a profit on the sales made by salesmen. What was meant by this declaration was that commissions of salesmen selling for the manufacturer in the ordinary way were not to be included. Many other items enter into the sales price of the sales corporations. To allow salesmen's commissions and costs and expenses of advertising and selling to be excluded from the sale price, the amount thereof under Section 619 (a) supra must be established to the satisfaction of the Commissioner, and that means there must be some basis on which a deduction can be made on account of such expenses. There is nothing in the record to show the amount of such commissions and costs or what the actual expenses were. We, therefore, are not required to determine whether any deduction should be made. The determination as made by the Commissioner without any proof of actual expense of sales is right.

Plaintiff asserts that it has not collected these additional taxes. After the merger the catalogues of the sales corporations listed the goods at the same prices at which they had previously been listed in the catalogues of Bourjois, Inc., and Barbara Gould, Ltd., and stated that the prices indicated included

the tax, as had the previous catalogues. The tax included in making up the price lists for the previous catalogues undoubtedly was computed on the basis of the selling prices of Bourjois, Inc., and Barbara Gould, Ltd., which prices would correspond closely to the present selling prices of the sales corporations less the amount added to cover the tax. It is to be assumed, therefore, that the prices now charged by the sales corporations include an amount equal to the tax computed on the selling price of the sales corporations, which price has been determined to be the selling price of the plaintiff, the manufacturer. It is evident that the sales corporations have collected the tax not only on the price at which the plaintiff sold to them but also on the difference between such price and the price at which the goods were offered for resale by them. Bourjois, Inc., itself has not collected the additional tax. The sales corporations have. The effect is the same as though plaintiff had collected it.

Section 621 of the Act of 1932 provides: "No overpayment of a tax * * * shall * * * be refunded * * * unless the person who paid the tax establishes * * * (1) that he has not included the tax in the price of the article, * * * or that he has repaid the tax to the ultimate purchaser." The purchaser having paid the tax, the plaintiff sustained no loss. *United States v. Jefferson Electric Light Co.*, 291 U. S. 386.

For the reasons hereinbefore given, the complaint should be dismissed. Findings of fact and law are affixed hereto and are to be considered to be for and as a part of this opinion to meet the requirements of Equity Rule 61½.

November 12, 1935.

John Knight,
United States District Judge.

Filed November 19, 1935.

Java Imports of Toiletries Decrease

Imports of soap, perfumed and not perfumed, into Java declined from 2035 metric tons, valued at 982,000 florins in 1933, to 1089, valued at 786,000 florins during the past year. Great Britain and Japan were the principal competitors, arrivals from each country aggregating 436 metric tons. The lower prices of the Japanese soap are indicated in the value of imports from Japan, which amounted to only 264,000 florins as compared with 358,000 florins for the same weight volume from Great Britain. Imports from the United States amounted to 137 metric tons, valued at 91,000 florins, in 1934. A British plant (Lever Brothers) opened there last year, is also producing toilet soap.

In 1934 imports of shaving preparations declined to only 1243 metric tons, valued at 352,000 florins, from 1927, valued at 1,166,000 florins, in 1933. This trade was well distributed among a number of sources of supply. Practically all the well known American and British makes are available in the larger cities. Various pastes and cosmetics are included in this classification. In the case of cosmetics, China is the principal source of supply, imports from China and Hong Kong aggregating 991 metric tons during the past year. Japanese imports amounted to 127 metric tons in 1934, a decrease from 1933. Imports from the United States amounted to 44 metric tons, valued at 49,000 florins, during 1934.

Germany, Netherlands, France and Great Britain likewise obtained a good proportion of the total volume of business in these preparations.

Imports of perfumes, hair oils and dressings, toilet waters, mouth washes, hair dyes, shampoos and other preparations aggregated 527 metric tons, valued at 469,000 florins, during 1934 as compared with 398, valued at 596,000 florins, in 1933. In these preparations, Germany, Netherlands, France and Great Britain are the principal competitors. Japan is putting lower priced products on the market. Imports from the United States are small. At relatively high prices practically all the well known American and European brands of toilet waters and colognes are available in the leading shops.

Consumption of talcum and face powder among the European population is higher per person in Netherland India than would be the case in a more temperate climate. The tropical climate throughout the year requires frequent daily baths, hence a more liberal use of face and dusting powder. The per capita consumption of cosmetics is also higher than in a temperate climate since the humid atmosphere is detrimental to the skin and complexion. Natives are fond of bright colors and there is some distribution of red nail polish. Retail prices must be cheap for native consumption. (*Trade Commissioner C. Grant Isaacs, Batavia.*)

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920.

Trade Mark Registration Applied for (Act. of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

335,800.—See Illustration. A. J. & K. Co., Inc., New York. (Nov. 16, 1932.)—Empty cosmetic containers of casein, celluloid, or similar material and non-precious metals.

341,496.—"White Rose." Seeman Brothers, Inc., New York. (June 1, 1929.)—Flavoring extracts.

355,039.—See Illustration. Regal Co., Birmingham, Ala. (Aug. 2, 1932.)—Permanent wave solution, soapless oil shampoo, finger waving powder, nail polish remover, and finger waving solution.

359,774.—See Illustration. Rudolph Blank, doing business as Quality Merchandising Co., New York, N. Y. (Nov. 29, 1933.)—Herbal, medicated and chemical preparations for the skin, complexion, hair and feet.

361,064.—See Illustration. Joseph B. Singer, Philadelphia, Pa., assignor to Psoriatex Laboratories, Inc., Philadelphia, Pa. (May 1, 1932.)—Skin preparation.

361,828.—See Illustration. Walgreen Co., Chicago, Ill. (Dec. 18, 1934.)—Cosmetic preparations.

362,391, 362,392.—See Illustration. Walgreen Co., Chicago, Ill. (Mar. 1, 1926.)—Shaving cream, talcum powder, face powder, and after-shave lotion.

364,253.—See Illustration. Sociedad Anonima La Toja, Pontevedra, Spain. (Mar. 1906.)—Soaps of all kinds.

364,260.—See Illustration. William F. Myles, Inc., Boston, Mass. (Feb. 12, 1935.)—Hair rinse.

364,701.—See Illustration. Dan Seman,

The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

The American Perfumer, 9 East 38th St., New York City.

New York. (Jan. 1934.)—Hand, face, and body soap which cools as it cleanses.

365,826.—"Exotic." Anna Simpson, Miami, Fla. (May 6, 1935.)—Perfumes.

366,480.—See Illustration. Maison Joubert, Inc., New York. (June 16, 1934.)—Toilet preparations.

366,487.—See Illustration. Petra Mfg. Co., Chicago, Ill. (Jan. 25, 1934.)—Hair waving solutions or preparations.

366,832.—See Illustration. The Pompeian Co., Bloomfield, N. J. (May 23, 1935.)—Beauty face powder, cleansing, tissue and liquefying creams, tablet and paste rouge, lipstick, and astringent and skin toner.

366,899.—See Illustration. Imo P. Baughman, doing business as B. & B. Laboratories, Los Angeles, Calif. (June 1, 1935.)—Tooth powder.

366,980.—See Illustration. Vernon E. Chew, Los Angeles, Calif. (June 14, 1935.)—Lipstick, eye shadow, cleansing cream, cold cream, brilliantine, mascara, facial freshener, facial cream, etc.

367,167.—See Illustration. Palmers Ltd., Montreal, Que. (June 1, 1934.)—Perfumes and toilet preparations.

367,223.—See Illustration. Christy, Inc., Newark, N. Y. (Jan. 2, 1933.)—Toilet preparations.

367,479.—See Illustration. York Drug Co., Inc., New York, N. Y. (June 15, 1934.)—Toilet preparations.

367,655.—See Illustration. Rene L. Du Petit, doing business as R. L. Du Petit, New York. (Oct. 10, 1927.)—Skin food and cream.

367,823.—See Illustration. Arthur Fraidin, doing business as Freezema Co., Baltimore, Md. (July 9, 1934.)—Medicated skin creams and rubbing alcohol.

367,993.—See Illustration. August Dahmen, doing business as Geida Co., Allentown, Pa. (July 13, 1935.)—Soapless shampoo.

367,987.—See Illustration. Baker Extract

Co., Springfield, Mass. (July 1, 1926.)—Flavoring extracts.

368,047.—See Illustration. Parfumerie St. Lenis, New York. (Aug. 7, 1935.)—Toilet preparations.

368,125.—"Crystal White." Colgate-Palmolive-Peet Co., Jersey City, N. J. (1894.)—Soap in form of bars, soap chips, granulated soap, soap powder.

368,130.—See Illustration. Colgate-Palmolive-Peet Co., Jersey City, N. J. (Sept. 1, 1934.)—Dental cream and dental powder.

368,140.—"Maurine." The Maurine Co., San Francisco, Calif. (Mar. 1910.)—Toilet preparations.

368,158.—"Ton-Di." Ton-Di Products, Inc., New York. (July 1, 1933.)—Hair dye and hair tonic.

368,170.—See Illustration. Fairyfoot Products Co., Chicago, Ill. (July 7, 1935.)—Shampoo for the hair.

368,200.—See Illustration. Tayton Co., Kansas City, Mo. (June 6, 1935.)—Cleansing creams, face powders, face lotions, cold creams, face creams, facial masque, skin lotion, etc.

368,476.—See Illustration. Hewlett Bros. Co., doing business as Family Favorite Packing Corp., Salt Lake City, Utah. (Aug. 16, 1935.)—Flavoring extracts.

368,561.—"Octagon." Colgate-Palmolive-Peet Co., Jersey City, N. J. (Nov. 30, 1887.)—Toilet and laundry soaps, soap chips, soap powder, granulated soap, soap flakes.

368,810.—"Salon." Tom A. Hutchinson, Inc., New York. (June 25, 1935.)—Nail polish, preparation for removing nail polish, and preparation for removing cuticle, and lipstick.

368,834.—See Illustration. Almay Pharmaceutical Corp., New York, N. Y. (Dec. 8, 1931.)—Toilet preparations.

368,882.—"NUKOR." Foreign Specialties, Inc., New York. (Aug. 30, 1935.)—Hair lotions.

368,893.—See Illustration. Medaka Co., Portland and Milwaukie, Oreg. (Aug. 16, 1935.)—Hair tonic, shampoo, hair oil and face lotion.

368,896.—See Illustration. Thomas E. Noonan, doing business as Eastern Mfg. Co., Baltimore, Md. (Feb. 1, 1935.)—Hand and household soap paste having incidental properties as a skin protecting cream.

368,976.—"ELORDA." Daggett & Ramsdell, New York. (Aug. 15, 1935.)—Toilet creams.

369,034.—"Protopet." L. Sonneborn Sons, Inc., New York. (Aug. 15, 1935.)—Petroleum products used as a base for cosmetics, ointments, and as a softening agent in the manufacture of rubber products.

369,093.—See Illustration. Nu Way Laboratories, Cullom, Ill. (Aug. 10, 1935.)—Powdered cleaning compound having incidental deodorizing properties and recommended as a general household cleaner.

369,171.—"Altitude." Societe Anonyme

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(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

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Aldehyde C 8	30.00@		Linalyl Anthranilate	15.00@		Beeswax, white	.34@	.35
C 9	45.00@	7000.	Linalyl Benzoate	10.50@		yellow	.24@	.30
C 10	42.00@	60.00	Linalyl Formate	9.00@	12.00	Bismuth sub-nitrate	1.35@	1.40
C 11	33.00@	50.00				Boric Acid, ton	125.00@	140.00
C 12	42.00@	48.00	Menthol, Japan	3.55@	3.70			
C 14 (so-called)	15.75@		Synthetic	2.25@	3.00	Calamine	.16@	.20
C 16 (so-called)	15.00@	25.00	Methyl Acetophenone	1.50@	2.00	Calcium, phosphate	.08@	.08 3/4
Amyl Acetate	.75@	1.00	Methyl Anthranilate	2.50@	3.50	Phosphate, tri-basic	.13@	.15
Amyl Butyrate	1.05@	1.25	Methyl Benzoate	1.00@	1.75	sulphate	.03 3/4@	.04
Amyl Cinnamate	2.50@		Methyl Cinnamate	3.65@		Camphor	.57@	.65
Amyl Cinnamate Aldehyde	3.90@	4.00	Methyl Eugenol	2.90@	6.75	Cardamom seed	.75@	.80
Amyl Formate	1.60@	1.90	Methyl Heptenone	3.00@	5.00	Castoreum	16.50@	18.00
Amyl Phenyl Acetate	3.00@	4.00	Methyl Heptine C'b.	25.00@	44.00	Cetyl Alcohol	.75@	1.50
Amyl Salicylate	.90@		Methyl Iso-eugenol	7.50@	12.50	Pure	1.90@	2.15
Amyl Valerate	2.00@	2.40	Methyl Octine Carb.	24.00@	32.00	Chalk, precip.	.03 1/2@	.06 1/2
Anethol	1.00@	1.15	Methyl Paracresol	4.00@	6.00	Cherry laurel water, gal.	1.25@	
Anisic Aldehyde	3.25@		Methyl Phenylacetate	2.25@	3.00	Citric acid	.30@	.35
			Methyl Salicylate	.42@	.50	Civet, ounce	4.00@	4.50
Benzaldehyde, U. S. P.	1.30@		Musk Ambrette	5.00@	5.15	Clay, Colloidal	.03@	.03 1/2
F. F. C.	1.55@	1.90	Ketone	5.25@	5.40	Cocoa butter	.13 1/2@	.14
Benzophenone	1.75@	2.00	Xylene	1.50@	1.75			
Benzyl Acetate	.70@	.85				Fatty Acids (See Next Page)		
Benzyl Alcohol	.95@	1.25	Nerolin (ethyl ester)	1.50@	1.75	Formaldehyde	.06@	.06 1/4
Benzyl Benzoate	1.05@	2.00	Nitrobenzol	.15@		Formic acid	.12@	.16
Benzyl Butyrate	5.50@	6.25	Nonyl Acetate	46.00@	48.00	Fuller's Earth, ton	16.00@	30.00
Benzyl Cinnamate	7.15@	9.00						
Benzyl Formate	3.75@		Octyl Acetate	35.00@	40.00	Guaran	.75@	1.25
Benzyl Iso-eugenol	15.00@	18.00	Paracresol Acetate	4.00@	5.50	Gum Arabic, white	.24@	.25
Benzylidenacetone	2.50@	4.00	Paracresol Methyl Ethor	3.50@	5.00	Amber	.12 1/2@	.13
Borneol	1.75@	2.00	Paracresol Phenyl-Acetate	10.00@	18.00	Gum Benzoin, Siam	1.15@	1.45
Bornyl Acetate	1.75@	6.00	Para Cymene, (gal.)	1.25@	1.65	Sumatra	.22@	.25
Bromstyrol	4.50@	5.00	Phenylacetaldehyde 50%	5.00@	7.00	Gum galbanum	.90@	1.05
Butyl Acetate	.60@		100%	8.00@	10.00	Gum myrrh	.40@	.45
Butyl Propionate	2.00@		Phenylacetic Acid	2.25@	4.00			
Butyraldehyde	12.00		Phenylethyl Acetate	5.00@	7.50	Henna, powd.	.12@	.18
			Phenylethyl Alcohol	3.00@	4.25	Hydrogen peroxide	.05@	.03
Carvene	1.15@		Phenylethyl Anthranilate	16.00@				
Carvol	4.00@	4.25	Phenylethyl But-rate	8.50@	16.00	Kaolin	.06@	.08
Cinnamic Acid	4.00@		Phenylethyl Formate	12.50@	18.00			
Cinnamic Alcohol	3.60@		Phenylethyl Propionate	9.50@		Labdamum	3.50@	5.50
Cinnamic Aldehyde	1.75@	2.50	Phenylethyl Val'rate	16.00@		Lanolin, hydrous	.18@	.22
Cinnamyl Acetate	8.00@	12.00	Phenylpropyl Acet.	8.00@	11.00	anhydrous	.20@	.24
Cinnamyl Butyrate	12.00@	14.00	Phenylpropyl Alcohol	4.50@	8.35	Lavender flowers	.55@	1.15
Cinnamyl Formate	13.00@		Phenylpropyl Aldehyde	8.00@	12.00			
Citral C. P.	2.50@	3.00				Magnesium, Carbonate	.06 3/4@	.07 1/2
Citronellal	2.00@	2.40	Rhodinol	11.00@	20.00	Stearate	.19@	.25
Citronellol	2.25@	2.75				Sulfate	.02 1/2@	.03
Citronellyl Acetate	3.50@	5.00	Safrol	.65@	.80	Musk, ounce	15.00@	25.00
Coumarin	3.25@	3.50	Santalyl Acetate	22.50@				
Cuminic Aldehyde	40.00@	62.00	Skatol C. P.	(oz.) 7.00@	10.00	Oils, Vegetable (See Next Page)		
			Styralyl Acetate	15.00@	18.00	Olibanum, tears	.15@	.32
Dibutylphthalate	.30@	.36	Styralyl Alcohol	20.00@		siftings	.10@	.14
Diethylphthalate	.32@	.37				Orange flower water, gal.	1.50@	
Dimethyl Anthranilate	7.00@	8.50	Terpineol, C. P.	.45@	.75	Orange flowers	.30@	.90
Dimethyl Hydroquinone	3.50@	4.00	Terpinyl Acetate	1.00@	1.50	Orris root, powd.	.20@	.75
Dimethylphthalate	.50@	.60	Thymene	.45@				
Diphenylmethane	1.75@	2.45	Thymol	1.55@	1.65	Paraffin	.04 1/2@	.07
Diphenyloxide	1.20@					Patchouli leaves	.16@	.20
			Vanillin (clove oil)	3.75@	3.85	Petrolatum, white	.07@	.11
Ethyl Acetate	.30@	.50	(guaiacol)	3.65@	3.75	Phenol	.16@	.20
Ethyl Anthranilate	6.50@	8.50	Vetiveryl Acetate	30.00@	38.00	Potassium, Carbonate	.13@	.16
Ethyl Benzoate	1.20@	1.75	Violet Ketone Alpha	5.00@	10.00	Hydroxide	.07 1/4@	
Ethyl Butyrate	1.00@		Beta	5.50@	8.00			
Ethyl Cinnamate	4.45@		Methyl	5.25@	8.00	Quince seed	.50@	1.00
Ethyl Formate	1.00@	1.25						
Ethyl Propionate	1.40@	2.50	Yara Yara (methyl ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Ethyl Salicylate	1.15@	2.50				Rhubarb root, powd.	.50@	.60
Ethyl Vanillin	15.00@	20.00				Rice starch	.12@	.15
Eucalyptol	.55@	1.00				Rose leaves, red	1.80@	2.00
Eugenol	2.30@	3.50				Rose water, gal.	1.25@	
Geraniol, dom.	1.50@	6.00				Salicylic acid	.40@	.45
Geranyl Acetate	2.00@	3.00				Sandalwood Chips	.45@	.50
Geranyl Butyrate	6.00@	8.00	Vanilla Beans			Saponin	1.75@	
Geranyl Formate	5.00@	7.00	Mexican, whole	3.25@	4.25	Soap, neutral white	.19@	.23
			Mexican, cut	3.25@	3.65	Sodium, Carb. Crys.	.01 3/4@	.02 1/4
Heliotropin, dom.	2.25@	2.65	Bourbon, whole	2.35@	3.00	Phosphate, Tribasic	.02 1/2@	.04
foreign	2.35@	2.50	South American	3.25@	3.50	Spermaceti	.22@	.25
Hydratopic Al'hyde	25.00@	27.50				Styrax	.40@	3.25
Hydroxycitronallal	3.00@	8.00				Sulfur, precip.	.17@	.20
Indol, C. P.	(oz.) 2.25@	5.00				Tartaric acid	.27@	.30
Iso-borneol	2.30@					Titanium oxide	.22@	.25
Iso-butyl Acetate	2.65@					Tragacanth, No. 1	1.20@	1.50
Iso-butyl Zenoate	2.75@	3.25				Triethanolamine	.45@	.50
Iso-butyl Salicylate	3.00@	6.00						
Iso-eugenol	3.50@	4.00				Venice turpentine, gal.	.42@	.45
Iso-safrol	2.00@					Vetivert root	.30@	
						Violet flowers	.95@	1.15
Linalool	2.25@	5.00						
Linalyl Acetate 90%	3.00@	5.00				Zinc peroxide	1.10@	1.75
						Oxide	.13 1/2@	.15
						Stearate	.21@	.28

NEW YORK MARKET REPORT

WITHDRAWALS of essential oils by perfumers, toilet goods manufacturers and other large consumers continued steady during November, reflecting the activity in these industries, which has been well maintained. New business was current in a volume about normal, though in some instances it showed somewhat of a decrease toward the close of the month, possibly because of seasonal influences.

No unusual activity is anticipated in December, but dealers are confident regarding the outlook as some fairly substantial inquiries have already

made their appearance for deliveries immediately after the turn of the year.

Lavender, geranium and a number of other floral oils shared in the active demand for raw materials used by the soap trade. The request for low ester lavender was quite good, the premiums asked on the higher test oils serving to retard the consumption of the latter. High-grade geranium is not overly abundant on spot, and the general position of the market is reported as firm.

With new crops underway, and the desire on the part of Italian shippers to secure money, it appears as though

the upward tendency in citrus oils has been checked. Producers of California oil were badly pressed to keep up with the requirements of the consuming trade, but the usual slackening in trade which is likely to develop over the year-end, may possibly ease the position somewhat.

Under normal conditions abroad there would not be sufficient quantities of new crop Bourbon vanilla beans to go around. Spot prices display an upward tendency largely because of the small amount of good quality merchandise available here. Thymol and menthol displayed an easier tone over the past month, with a narrow buying movement causing a greater amount of competition.

PRICES OF SOAP MATERIALS

Tallow and Grease

Tallow, N. Y. C. extra	\$.067 $\frac{3}{4}$ @	
Edible	.091 $\frac{1}{4}$	Nominal
Fancy	.093 $\frac{3}{4}$ @	
Grease white	.065 $\frac{3}{4}$ @	.071 $\frac{1}{2}$
House	.057 $\frac{3}{4}$ @	.06
Yellow	.057 $\frac{3}{4}$ @	.06
Lard	.123 $\frac{3}{4}$ @	.141 $\frac{3}{4}$

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks	.101 $\frac{1}{4}$ @	.11
Corn Oil, 95% T.F.A. tanks	.121 $\frac{1}{2}$ @	.13
Red Oil, distilled, tanks	.083 $\frac{3}{4}$ @	
Saponified	.095 $\frac{3}{4}$ @	.105 $\frac{3}{4}$
Stearic Acid, single pressed, c.l.	.091 $\frac{1}{2}$ @	.101 $\frac{1}{2}$
Double pressed	.10 @	.11
Saponified	.101 $\frac{1}{2}$ @	.111 $\frac{1}{2}$
Triple pressed	.123 $\frac{3}{4}$ @	.133 $\frac{3}{4}$
Saponified	.13 @	.14

Soap Making Oils

Castor No. 1, tanks	.10 @	
No. 3, tanks	.091 $\frac{1}{2}$ @	
Coconut, Manila Grade, tanks	.045 $\frac{3}{4}$ @	.043 $\frac{3}{4}$
Corn, crude, Midwest mill, tanks	.10 @	.105 $\frac{3}{4}$
Cotton, crude, Southeast, tanks	.093 $\frac{3}{4}$ @	.091 $\frac{1}{2}$
Refined	.12 @	
Foots 50% T.F.A.	.021 $\frac{1}{2}$ @	
Lard, common No. 1 barrels	.091 $\frac{1}{2}$ @	
Olive, denatured, max. 5% F.F.A. drums, gal.	.83 @	.85
Foots, Prime, green, barrels	.09 @	.091 $\frac{1}{4}$
Palm, softs, max. 20% F.F.A., drums	.041 $\frac{3}{4}$ @	
Niger, casks	.041 $\frac{1}{2}$ @	
Palm, Kernel, tanks	.043 $\frac{3}{4}$	Nominal
Peanut, crude, barrels	.091 $\frac{1}{2}$	Nominal
Refined, barrels	.131 $\frac{1}{2}$	Nominal
Soya beans, max. 2% F.F.A. Midwest mill tanks	.091 $\frac{1}{2}$ @	.10
Tallow, acidless, barrels	.093 $\frac{3}{4}$ @	.10

Whale, Crude No. 1, Coast, tanks	.041 $\frac{1}{4}$ @	
Refined, barrels	.071 $\frac{1}{2}$ @	.073 $\frac{3}{4}$

Glycerine

Chemically pure, drums extra	.141 $\frac{1}{2}$ @	.16
Dynamite, drums included	.133 $\frac{3}{4}$ @	.14
Saponification, drums	.11 @	.111 $\frac{1}{2}$
Soap, lye	.10	Nominal

Rosin

Barrels of 280 pounds

B	\$5.35	K	\$5.65
D	5.40	M	5.75
E	5.45	N	5.871 $\frac{1}{2}$
F	5.521 $\frac{1}{2}$	W.G.	6.25
G	5.521 $\frac{1}{2}$	W.W.	6.85
H	5.55	X	6.85
I	5.55	Wood	5.90

Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00 @	\$1.60
Sulfuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlot, ton	42.00 @	71.00
Cyclohexanol (Hexalin)	.30 @	
Naphtha, cleaners, tank cars	.05 @	.051 $\frac{1}{2}$
Potassium carbonate, 80@85%	.07 @	
Hydroxide (Caustic potash) 88@		
92%	.071 $\frac{1}{4}$ @	
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds	1.23 @	2.37
Hydroxide (Caustic Soda) 76%		
Solid, 100 pounds	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds	.80 @	
Sulfate, anhydrous	.021 $\frac{1}{4}$ @	.03
Phosphate, tri-basic	.021 $\frac{1}{2}$ @	.03
Zinc oxide	.053 $\frac{3}{4}$ @	

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automatic clipping heads*

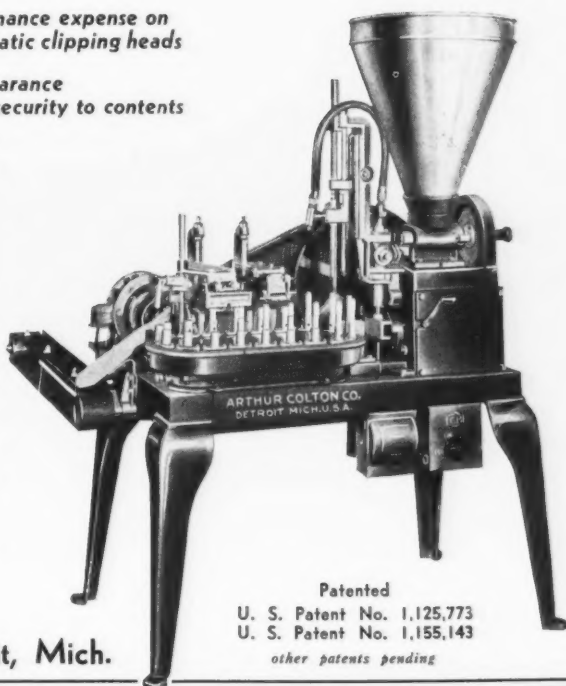
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THE Colton Closure is a new method of sealing a collapsible tube, eliminating the clip entirely and giving a more decorative appearance with greater security to the contents.

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SUNDRIES:

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LIQUIDS:

Perfumes, Toilet Water, Shampoo, Hair Tonic, Lotions, Skin Tonics, Astringent, Brilliantine, Powder Base, Muscle Oil, After Shave Lotion, Deodorant.

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ALCOHOL NEWS



DECEMBER

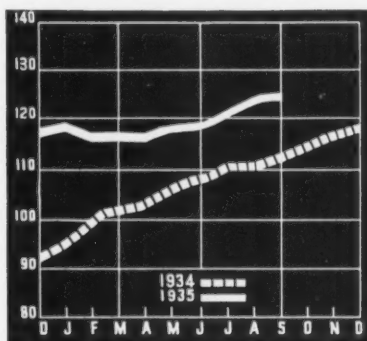
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1935

ETHYL ALCOHOL PRODUCTION



PRODUCTION		1935	1934
1000	Jan.-Sept.	132,508	122,247
proof	Sept.	19,607	15,636
gals.	August	16,646	13,823
SALES			
1000	Jan.-Sept.	129,171	109,947
proof	Sept.	19,807	17,821
gals.	August	16,576	13,156

INDUSTRIAL CONSUMERS TAKE LARGER RAW MATERIAL DELIVERIES

Seasonal demand for numerous raw materials by major consumers in the drug and chemical industries was reported exceptionally heavy during November, with the consequent demand for industrial alcohols from the same quarters, continuing at a steady rate.

Pickup in the demand for organic solvents and other alcohol-derived chemicals has likewise resulted in heavier withdrawals by those producers. Support from this market, which probably represents the largest single consumer of industrial alcohol as a raw material, has given considerable strength to the price structure.

IMPORTS OF LOW PRICED DRUG SUNDRIES UP SHARPLY

Imports of cheaply-priced merchandise sold through the drug trade such as hot water bottles, combs, toothbrushes, etc., are reported as having increased with exceptional rapidity during the first nine months of this year. The situation, which is assuming importance as direct competitor to American made goods, will bear careful watching by domestic producers.

The bulk of these imports, produced by extremely low labor costs and modern machinery, have nearly doubled the total for 1934, and although the percentage of the American market which they supply is small, the price situation makes the condition more serious than it would ordinarily appear.

A new method for the production of furfural by sublimating sunflower seed husks has been developed in Russia. By this process the husks are first moistened in sulfuric acid and heated in iron retorts coated with acid proofing material to 483° F. The furfural yield is reported at 7 to 10 per cent of the weight of the husks, and acetic acid is obtained as a direct by-product.

ALCOHOL INSTITUTE REQUESTS "NONINDUSTRIAL" DEFINITION BY FAA

The Industrial Alcohol Institute has filed with the Federal Alcohol Administration, a request that all forms of industrial alcohol be exempted from regulations of the FAA.

It is the desire of the Institute that the long established industrial uses of ethyl alcohol in scientific and commercial channels should not now be classified as "nonindustrial use." The request is made because the phrase "nonindustrial use" of distilled spirits (over which the FAA exercises control) is not defined in the Federal Alcohol Administration Act.

A resolution accompanying the request suggested the following amendment to the "Proposed Regulations relating to Distilled Spirits, Misbranding and Advertising."

"After subdivision (c), article 1, insert a definition as follows:—The term 'nonindustrial use' as applied to ethyl alcohol referred to in the above definition of 'distilled spirits' means the use of ethyl alcohol for purposes other than the following:—

"1. For scientific, chemical, mechanical, industrial, medicinal, and culinary purposes:

"2. For use by the United States or any governmental agency thereof, the several States and territories or any municipal subdivision thereof, the District of Columbia, any scientific university or college of learning, any laboratory engaged exclusively in scientific research, any hospital, or sanitarium or other users now or hereafter permitted to obtain ethyl alcohol tax free as provided by the Acts of Congress and regulations promulgated thereunder:

"3. For the manufacture of denatured alcohol produced and used as provided by the Acts of Congress and regulations promulgated thereunder:

"4. For the manufacture of patented, patent, proprietary, medicinal (including prescriptions compounded by retail druggists), pharmaceutical, antiseptic, toilet, scientific, chemical, mechanical, and industrial products, flavoring extracts, syrups and other preparations, which are unfit for beverage purposes."

USE OF TERTIARY BUTYL ALCOHOL AS DENATURANT BACKED BY GOV'T

The Bureau of Internal Revenue will oppose any attempt to apply the patent covering the use of tertiary butyl alcohol as a denaturant, with respect to its required use for that purpose in specially denatured alcohol formulas 39, 39-A, 39-B and 40 authorized for use in the manufacture of perfumes and cosmetics, according to an article in the November 14th *Oil, Paint & Drug Reporter*.

The article goes on to state that assurance has been given that the Bureau will assist users of alcohol denatured with the butyl compound to prove use of this substance as a denaturant prior to the filing of the patent covering such use. This assurance is contained in a letter by Stewart Berkshire, Deputy Commissioner of Internal Revenue, addressed to the chairman of the committee on industrial alcohol of the American Chemical Society. Context of the letter is reprinted in full in the above mentioned article.

The use of the tertiary butyl alcohol as a denaturant for formulas 39, 39-A, 39-B and 40 was required when these formulas were revised by the Treasury Department October first of this year.

SUCROSE OCTA-ACETATE PATENT NOT TO AFFECT DENATURING USE

The use of sucrose octa-acetate as a denaturant for alcohol has been covered by U. S. Patent No. 2,019,744, issued November 5th and assigned to the Eastman Kodak Company. This will not, however, affect the use of this product as a denaturant in Specially Denatured Alcohol Formula No. 23-G. According to information given by the Treasury Department to James P. McGovern, general counsel for the Industrial Alcohol Institute.

(Continued on next page)



POTASH FROM ALCOHOL: Bagging by-product potash derived from the incineration of molasses waste. This recovery system was developed by U.S.I. engineers and is the only unit of its kind in the country. After all the alcohol has been extracted from the molasses mash, the dilute watery residue is concentrated in huge quadruple-effect evaporators to a syrupy consistency. This concentrated residue is then blown into specially constructed furnaces, where, because of its high carbonaceous content, it burns by its own heat. The resulting ash is high in potash content and meets with ready sale as a fertilizer raw material.

Prepared Monthly by the U. S. Industrial Alcohol Co.

DECEMBER



ALCOHOL NEWS

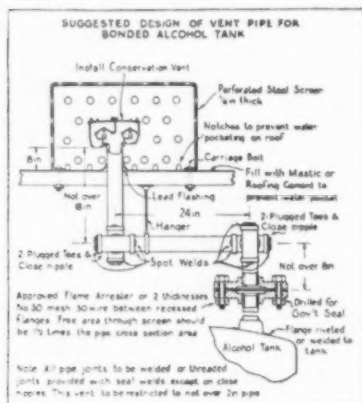


1935

VENTING BONDED ALCOHOL TANKS
TO REDUCE VAPOR HAZARD

The strict government regulations regarding vents and other openings in bonded alcohol tanks are intended to prevent the unauthorized removal of the alcohol. These regulations are sometimes interpreted to prohibit outside vents, and the usual practice, states an article in *Factory Mutual Record*, official organ of the Associated Factory Mutual Fire Insurance Companies, has been to vent the tanks indoors, which by the accumulation of alcohol vapors, may produce a severe explosion hazard.

However, outside vents are acceptable if so constructed and guarded that the alcohol cannot be drawn off through them. The Factory Mutual Laboratories have recently devised a method for venting alcohol tanks outdoors in a manner which has met with the approval of the authorities.



Limited to a maximum size of two inches, the vent is designed to prevent undue loss of alcohol, is arranged so that it cannot be removed from outside, and is so piped that forcing a wire or tube through the pipe would be very difficult. Detail of the construction is shown in the above diagram.

SUCROSE OCTA-ACETATE PATENT

(Continued from preceding page)

tute, the government was aware of the patent claims at the time this formula was issued (See ALCOHOL NEWS, June, 1935), and obtained a license from the Eastman Kodak Company for use of the sucrose octa-acetate as a denaturant.

It was also understood that no royalties would be exacted from permittees manufacturing, distributing or using alcohol denatured according to S.D. No. 23-G.

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C.P. 96% alcohol was made by U.S.I. to meet a demand for alcohol of higher quality than the U.S.P. grade.

It is used almost exclusively by industrial, school and college laboratories for work requiring a reagent of exceptional purity.

Likewise, manufacturers of high grade perfumes, who are most particular in their selection of alcohol which must be free from all traces of foreign odor, find the C.P. 96% grade ideally suited to their requirements. In the list of specially denatured alcohol formulas are several which are authorized for perfume uses. These formulas, when made up with C.P. 96% ethyl alcohol, are highly regarded in the perfume industry.

In addition to complying with all specifications of the U.S.P. X, U.S.I.'s C.P. 96% alcohol meets the following supplemental specifications:

Acidity

Free acid as acetic, not more than 0.0014 gm. per 100 cc.

Color

Water-white.

Corrosion

Does not show rust on bright drum steel within 72 hours.

Non-Volatile Matter

Not more than 0.0025 gm. per 100 cc.

Odor

Free from foreign odors when tested at high or low proof.

Purity

Not less than 96% ethyl alcohol by volume.

Reducing Substance

Not less than 45 minutes permananate time.

Specific Gravity

At 15.6°/15.6°C.—not more than 0.8121.

Weight per gallon

At 15.6°C. 6.76 lb.

This grade of alcohol is available undenatured as well as denatured according to any of the authorized government formulas.

TECHNICAL DEVELOPMENTS

The items in this column are gathered from many varied sources. Further information on any of them may be obtained by writing to U. S. I.

U S I

A new label gumming machine places two strips of glue on the labels—one at each end. This is said to be especially desirable when applying spot labels which go only part way around the container. The machine is adjustable for all sized labels from 3 to 12 inches.

U S I

A cellulose composition sponge, said to hold twenty times its weight of water, has been introduced to the trade. It is suitable for applications where natural sponges have been used and is reported to be resistant to chemicals and boiling water. The product is marketed in a number of sizes.

U S I

Mixtures of ethyl alcohol and hydrogen peroxide in certain proportions tend to give rise to the formation of acetaldehyde and acetic acid. *The Quarterly Journal of Pharmacy* suggests, therefore, that to avoid the formation of undesired oxidation products and to maintain maximum antiseptic value, mixtures of this type should not be prepared until a short time before they are to be used.

U S I

Detection of flourine in drinking water may, in the future, be simplified by the use of fish. A report from the California Institute of Technology states that small amounts of flourine in drinking water which affect the enamel of the teeth of children also produce similar effect on the teeth of fish. The possibility of correlating the degree of effect on fishes' teeth with the amount of flourine in water is being investigated.

U S I

The odor of Ichtholol is one of the most difficult to mask unless large amounts of perfume materials are used. When this product is used in salves its odor may be overcome or blended to form a more pleasant odor by the addition of one or more of the following products: anise, aubepine, camphor, citronellol, coumarin, hydroxycitronellal, menthol, methyl benzoate, peppermint, saffrol, sandalwood or vanillin.

U S I

A handy automatic measuring pump, illustrated here, is designed for use in measuring small quantities of liquids from cans or other containers. It is described as double-acting and is said to deliver accurately one-half or one ounce of the liquid with each complete stroke of the pump plunger. Besides finding useful applications around the laboratory, it should be handy in power plants, etc., for refilling and replenishing of oilcups.



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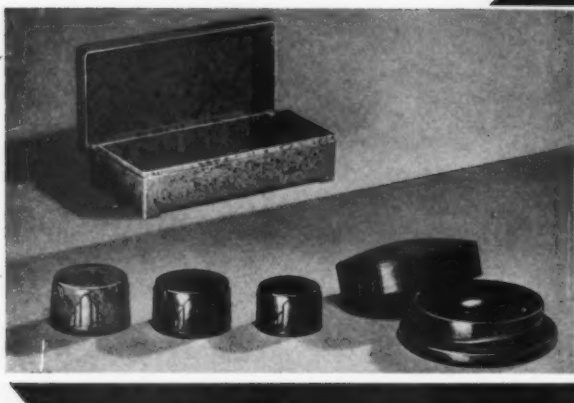
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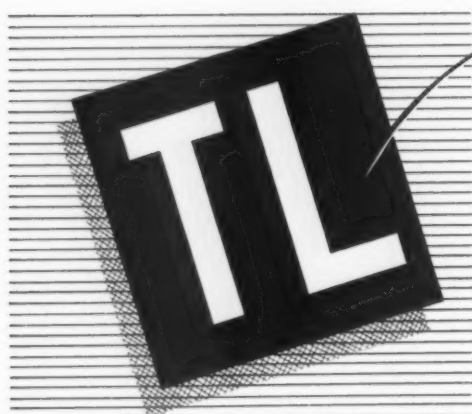
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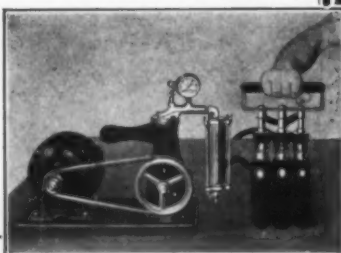
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(Continued on page 116)

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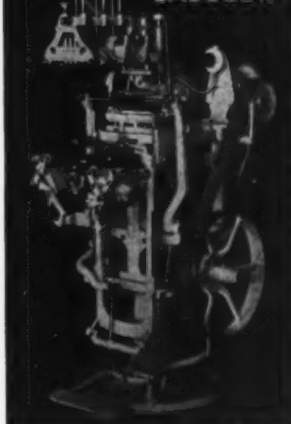
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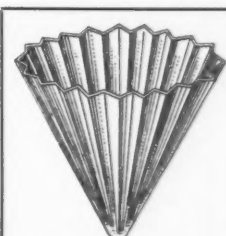
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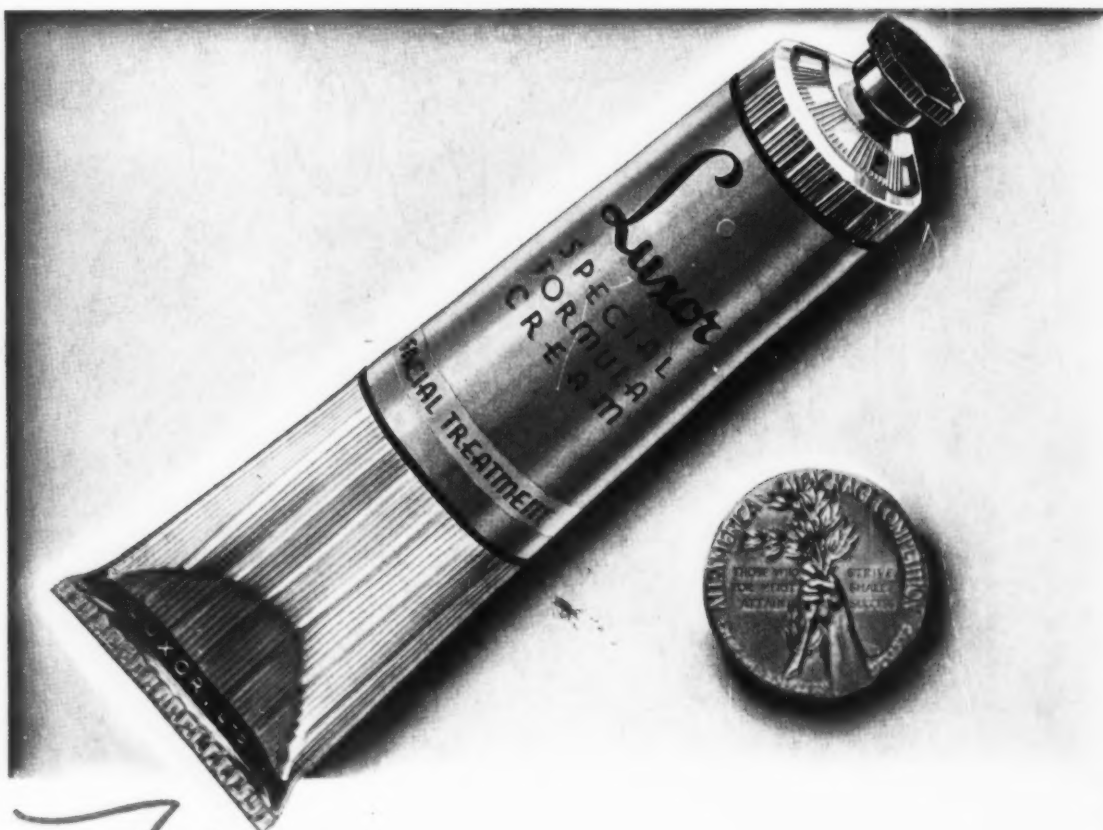
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